Vogue

LONDON
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SEASON
•
BRIDES

APRIL · 15 · 1935

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Crossing by "SUN-SHIP" *on the brilliant* SOUTHERN ROUTE

You are out on deck all day . . . tanning and playing under laughing skies . . . and looking forward to an extra thousand miles of sunshine after you've passed Gibraltar!

Traveling in an Italian "sun-ship" is one of the sparkling pleasures of today. Make it a part of your travel experience . . . on your next crossing to Europe! For speed . . . the Rex, fastest liner afloat, or the Conte di Savoia, only gyro-stabilized liner. For more leisurely voyaging . . . the Roma, original Lido ship, or the de luxe Conte Grande, or one of the twin Cosulich vessels, Saturnia and Vulcania, each with a whole deck of private verandah suites!

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ITALIAN LINE



HENRY WAXMAN • DÉCOR BY JAMES PENDLETON

BLACK IRIS

Slim satin sheath shining through a sea of net—new Bonwit Teller original for *al fresco* dining. Sheer black is ultra. The dress with life-size irises is completely exclusive. And we've made it of fabulous imported cable-net that looks like fantasy but packs as sensibly as tweed. 125.00.

Bonwit Teller FIFTH AVENUE AT FIFTY-SIXTH STREET, NEW YORK CITY • GOWNS—SIXTH FLOOR

VOGUE
April 15th, 1935

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Vol. 85 No. 8
Whole No. 1506

Grace Line Cruises BETWEEN NEW YORK AND California



HUAUTLECA GIRL
OAXACA, MEXICO

ONLY the GRACE Cruises between New York and California include visits to Puerto Colombia and Cartagena in South America; Cristobal, Colon, Balboa, and Old Panama; San Salvador; an 80 mile trip in a special train to Guatemala City and Antigua; Mazatlan, Mexico, and, eastbound, Havana.

A new GRACE "Santa" liner sails every two weeks from New York, San Francisco and Los Angeles. Only these splendid ships have all outside rooms with private baths; dining rooms on promenade decks, with roll-back domes which open to the sky; Dorothy Gray Beauty Salons; pre-release talkies; outdoor, built-in tiled swimming pools. The public rooms, designed by John Russell Pope, decorated by Elsie Cobb Wilson, are typical of the good taste which characterizes every room in these smart new ships.

OR
MEXICO CITY
VIA PANAMA CANAL

From any point by rail to New York; GRACE Line via Panama Canal, Colombia, Panama, El Salvador, Guatemala, to Mazatlan, Mexico; American Pullmans to Guadalajara, Mexico City, Laredo and home. Or by rail to Laredo, Mexico City, Guadalajara and Mazatlan, a new GRACE "Santa" to New York, and home by rail. 21 days, or as much longer as you wish!

To California or Mexico City, sail from New York on the

"SANTA ROSA" April 27 **"SANTA ELENA"** May 11 **"SANTA PAULA"** May 25

and every two weeks thereafter



Ask your travel agent or GRACE LINE, 10 Hanover Sq., New York; Boston, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.



Designed to make a lovely creature ravishing on a Summer night. Chiffon gown of classic grace, modern taffeta wrap. A Jay-Thorpe composition of haunting beauty.

JAY·THORPE

57TH STREET WEST, NEW YORK



HenríBendel INC.
10 WEST 57th STREET, NEW YORK

BENDEL ORIGINAL MODELS—ONE OF PRINTED ORGANZA,
THE OTHER OF FAILLE TAFFETA . . . . . EACH 145.00
SECOND FLOOR



Nelson

Soft flanges of white pique give a new line to a dress of imported silk crepe—brown and white check with odd small squares of red and yellow. 89.50. Leghorn Breton, 40.00. SAKS FIFTH AVENUE, New York, Chicago


MRS. IRA RICHARDS
Hattie Carnegie

I. MAGNIN & CO.

CALIFORNIA — SEATTLE



DESIGNED FOR
I. MAGNIN & CO. BY
Hattie Carnegie



SCENE: THE COCKTAIL HOUR AT THE GRIPSHOLM

Dinner Date in Celanese*

The very thing for your early evening restaurant life—three frocks that blend formal elegance with a dash of tailored town trimness. Nublette Crepe, a soft nubby weave of Celanese, is perfect for these care-free "transitional" gowns. Priced on the sunny side of $20, they're a pleasure to buy.

RUSSEKS
FIFTH AVENUE AT 36th STREET

*Trade Mark Reg. U. S. Pat. Off.

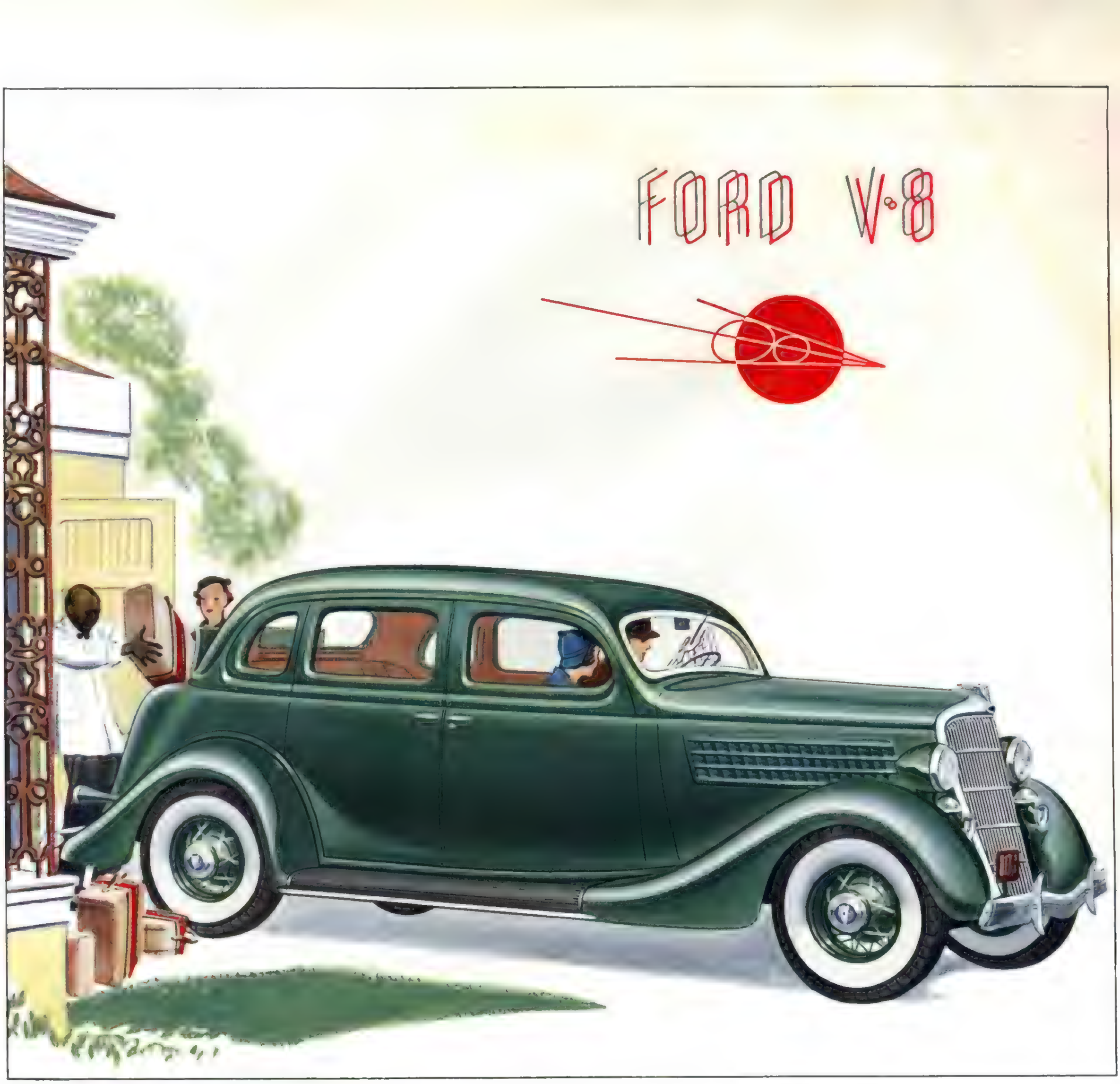
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JOSEPH HORNE CO., Pittsburgh • THE EMPORIUM, San Francisco • THE BLUM STORE, Philadelphia • THE J. L. HUDSON COMPANY, Detroit



The fabled Maharanee Coat of stiff brocaded taffeta. Richly fluent in movement, perfect in pauses. Enfolding in complete seclusion the white crepe robe girdled with gold. ☆ ☆ ☆

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET



New Touring Sedans, with Built-in Trunk

NEW among the Ford body styles for this year are the TUDOR and FORDOR TOURING SEDANS. Their beauty, comfort, safety, V-8 performance and economy make them popular, practical family cars. . . . The built-in trunk accents the length of these Touring Sedans and solves the luggage problem. It locks securely and is rain-proof and dust-proof. The large opening makes it easy to get luggage in and out. . . . The Ford Touring Sedans are upholstered in a choice of Bedford Cord or Wool Suede, with taupe color appointments to match. Everything is distinctively new and modern. . . . Four especially important features are the V-8 engine, Center-Poise riding comfort, all-steel body and Safety Glass throughout at no extra cost. V-8 power and smoothness mean more enjoyable motoring. Three years on the road in the service of a million and a half owners have proved that the Ford V-8 is the most economical Ford ever built.



Sheer Elegance

What is there about Sterling Silver that has endeared it through the generations to the feminine heart? Not entirely its age or antiquity . . . though all Sterling is fashioned and bought to endure. Isn't it rather the artistry and craftsmanship which will ever be inseparably a part of Sterling's creation? For, after all, its unique charm lies in the beauty of its lines — the individuality of its designing and the skill of its fashioning. "Rose Point" is today's most beautiful design in Sterling . . . Created by Wallace for 1935 and the century to come, out of the experience and craftsmanship of the century just past. "Georgian Colonial" is safely and sanely modern . . . yet conforms authentically with the style of its period.



1835-1935

WALLACE, *Silversmiths*

WALLINGFORD ◆ CONNECTICUT

Send for the compact list . . . 15 Leading Sterling Patterns. Portrayed in this price list are fifteen flatware designs by the Wallace Silversmiths . . . heavy Sterling Silver . . . designs pure and classical of form . . . one of which is certain to "set" in perfect harmony with the decorations of your dining room.

* "Fashion Firsts" OF SPRING...1935

Fashion Firsts are chosen every month by a jury of the leading buyers, stylists and merchants of the country for their fashion-correctness . . . timeliness . . . quality and value. They are the outstanding fashions of the month from the leading creators of New York. Small wonder that smart women throughout the country are demanding these quality, fashion and value tested

Entire contents copyrighted



"STROLLER"—A Vionnet-type coat on new dolman lines $29.75

"TOWNWEAR"—A cape coat with papillon revers $29.75

"TRAVELER"—The new two-button double breasted treatment after Molyneux. $29.75

Russeks Fifth Avenue	New York City
Chas. A. Stevens & Co.	Chicago, Ill.
The Higbee Company	Cleveland, Ohio
Scruggs-Vandervoort-Barney	St. Louis, Mo.
Jordan-Marsh Co.	Boston, Mass.
Dewees	Philadelphia, Pa.
Frank R. Jelleff, Inc.	Washington, D. C.
Jenny	Cincinnati, Ohio
Kaufmann's	Pittsburgh, Pa.
The Gaxton Co.	Baltimore, Md.
Walter's	Detroit, Mich.
Oreck's	Duluth, Minn.
Best's Apparel	Seattle, Wash.
The Fashion	Houston, Tex.
The Fashion	Shreveport, La.
Rothschild's	Kansas City, Mo.
Rothschild's B. & M.	Oklahoma City, Okla.
Smartwear-Emma Lange, Inc.	Milwaukee, Wis.
Rich, Schwartz & Joseph	Nashville, Tenn.
Abrahams	Davenport, Ia.
Frank's	Ft. Wayne, Ind.
A. Livingston & Sons	Bloomington, Ill.

The Leader Store	Lima, Ohio
Denver Dry Goods Co.	Denver, Colo.
Joske Bros.	San Antonio, Tex.
Bon Marche	Sacramento, Cal.
Burger-Phillips Co.	Birmingham, Ala.
Godchaux's	New Orleans, La.
Washer's	Ft. Worth, Tex.
Volk's	Dallas, Tex.
Muse's	Atlanta, Ga.
Harvey Marshall, Inc.	Buffalo, N. Y.
Resnick's	Binghamton, N. Y.
Myers Bros.	Springfield, Ill.
Fishman's, Inc.	Elizabeth, N. J.
The Store Without A Name	Fargo, N. Dakota
Switzer's	Phoenix, Ariz.
Switzer's	Los Angeles, Cal.
Switzer's	Pasadena, Cal.
L. S. Ayres & Co.	Indianapolis, Ind.
S. A. Andrews	Tacoma, Wash.
Sapero Bros.	Hibbing, Minn.
Sapero Bros.	Virginia, Minn.
Flah & Co.	Syracuse, N. Y.

EXCLUSIVE WITH LEADING STORES OF AMERICA

coats and dresses for their Spring wardrobes. Pictured on these two pages are six "Fashion Firsts" for Spring 1935. Theirs is a background of expert selection . . . of fashion perfection and unerring good taste. You may be sure that in selecting yours at any one of the stores listed below you are getting the ultimate in quality, fashion, workmanship and value.

*Registered



"MATINEE"—A heavy sheer dress with its own hand fagoted jacket $25

"BRIDGE WINNER"—Shirring—the darling of Paris makes the jacket and trims the dress. $25

"TEATIME"—A linen swagger over a printed dress—a new 1935 combination . . . $25

Ulian's	Worcester, Mass.
Muhlfelder's	Albany, N. Y.
Arthur's Apparel Shop	Wilmington, Del.
Lazarus, Inc.	Cumberland, Md.
Lazarus, Inc.	Roanoke, Va.
Simmonds	Altoona, Pa.
House of Arther Morris	Norfolk, Va.
Lester-Sardeson Co.	Quincy, Ill.
Hovland-Swanson Co.	Lincoln, Neb.
Beverly	Scranton, Pa.
Beverly	Wilkes-Barre, Pa.
Appleton & Co.	San Jose, Cal.
Polan's	Charleston, W. Va.
The A. Polsky Co.	Akron, Ohio
Bernat's	Hammond, Ind.
Simpson Garment Co.	Madison, Wis.
Freedman's	Waterbury, Conn.
Lefkovits	Canton, Ohio.
Alice Elizabeth Shoppe	Trenton, N. J.
Garfield's	Wichita, Kansas
Baertsch's	Sheridan, Wyo.
Bruckner's	Fresno, Cal.

Miller's	Knoxville, Tenn.
Katzman	McKeesport, Pa.
Livingston's	Youngstown, Ohio
Klein's	Peoria, Ill.
Wm. M. Sergeant Co.	Newark, Ohio
Pollock's	Ft. Smith, Ark.
Robert Fraser	Utica, N. Y.
M. Moltasch & Son, Inc.	Stamford, Conn.
Adams Co.	Allentown, Pa.
Wolf's	Des Moines, Ia.
The Elaine Shop	Jackson, Mich.
Morris Levy	Savannah, Ga.
Sosnik's	Winston-Salem, N. C.
Bells	York, Pa.
The Vogue	Rutland, Vt.
Hudsons	Gary, Ind.
The Princess Shop	Huntington, W. Va.
M. J. McDonald & Co., Oswego	Fulton, N. Y.
Ann Allen, Inc.	New Haven, Conn.
Anna Miller	Clarksburg, W. Va.
Berry Burke	Richmond, Va.


Nouveau parfum
de Lenthéric
paris

Alexandra de Markoff says

"Her complexion may be radiant, with sparkling eyes and a firm throat—all is naught, however, unless her allure is enhanced by the swing of a well-poised step."





Silk rules the spring costume mode—in crepe, sheer and taffeta, marquisette, satin and chiffon. Even the exciting spring woolens are *silky*. For "silk is smart in everything"—and, in footwear, kidskin is the one perfect complement of silk. UPPER SHOE, *Rhumba*. Sandal—all kid—shown in blue and gray. May be secured in any color combination. LOWER SHOE, *Valeria*. T-Strap sandal, all kid. Available in gray, blue, black, brown and white.

SHE WALKS IN YOUTH AND FASHION WHEN SHE WALKS IN KID

Andrew Geller

Exquisite Footwear

525 FIFTH AVENUE, NEW YORK . . . *and better shoe and department stores throughout the country*



Candlelight and the Gleam of Sterling...

The soft candlelight adds a touch of romance to the new bride's dinner table, and graciously shines upon her silver. And what an important part your solid silver service plays when you entertain . . . what a definite clue it is to your standards of living.

CANDLELIGHT and ARISTOCRAT, like other TOWLE patterns, will be open stock for years and years. Their price is most reasonable . . . a 24-piece set only $64. Leading jewelers will gladly show you a fine assortment of lovely and useful pieces in many TOWLE sterling patterns.



FREE — Pictures and prices of all TOWLE patterns with chart of preferred engraving suggestions.

NEW BOOK FOR BRIDES — *"How to Plan Your Wedding"* tells what to do 3 months in advance, 2 months, 6 weeks, last week, last day. Four pages for the groom. Very practical and a priceless record.

THE TOWLE SILVERSMITHS, Newburyport, Mass.
Bride's Personal Service — Dept. K-4

[ ] Send free folder, etc., on _____ patterns.
[ ] I enclose 10 cents for your new book.

Name _____

Address _____

TOWLE

Makers of Sterling only — with unbroken craft traditions SINCE 1690



Sheerio 75¢ to 1.65

THE PURE SILK FINERIES IN YOUR LINGERIE WARDROBE



SHEERIO . . . a pure silk fabric of gossamer texture, smooth as a prize Boston terrier's back . . . tailored adroitly to sleek to your figure under slim clinging costumes. Plain or lace trimmed bandeaux, vest, chemises, panties, trunks and tights. Photographed are brief elastic-waistband trunks at $1 and a low front, little bra 75c.

Ask for Sheerio lingerie at better stores



TAILORED COOLIES
for warm weather
Bra, 75c
Trunks, $1



TAILORED SINGLETTE
"everything in one"
Of heavy stryps, $3



TAILORED VR-TEX
for every day
Bra, 65c
Brief Pantie, $1

Van Raalte

295 FIFTH AVENUE, NEW YORK CITY
"because you love nice things"

A luxury you can afford



SWAVIS foundations are as extraordinary in value as they are in design. Any comparison with garments of similar quality will convince you of this.

Priced as low as four dollars and not higher than ten, each SWAVIS model offers luxuries that are usually found only in expensive foundations.*

Here in profusion, are refinements of detail that charm the feminine soul: rich fabrics, lustrous and practically weightless; soft tops, variously tailored in delicate lace; cunning insets and panels of fine elastic; smart, streamline garters —even the luxury of plush-protected closing edges

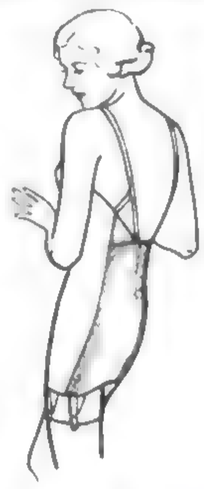
All in all, these SWAVIS foundations have an 'air'—a swanky, custom-tailored feel that belies the modest price tag. And what they do to your figure, in subtle, unobtrusive fashion, is almost wizardry.

If you never have permitted yourself the luxury of a fine foundation, you may do so now—without extravagance. A description of the unique manner in which SWAVIS is sold appears in the smart, illustrated folder, 'Correct Fashions for Modern Figures.' Write for your free copy of this leaflet today, to Charis Corporation, Allentown, Pa., or Charis Limited, Toronto, Canada.

SWAVIS

TRADE MARK

***Priced from $4.00 to $10.00 — slightly more in Pacific Coast States**



Dainty center back lacer and extreme decolletage are features of this lovely model.

SWAVIS is designed and distributed by the makers of Charis Adjustable Foundation Garments.

CHARIS CORPORATION, U. S. A. CHARIS LIMITED, CANADA



CYNTHIA, $6

One of many new fashion designed Enna Jetticks. Ask your dealer for it, and for those other friendly-fitting styles you've worn before.

Go PLACES COMFORTABLY IN SPRINGTIME IN THIS NEW VENTILATED ENNA JETTICK

Fashion-ready in black or blue to greet Spring's balmier breezes . . . with an openwork web of lattice punchings pretty as a piece of lace . . . a smart exponent of the fashion for daintiness and femininity. (In white, too, for Summer.) Yet despite its light and openwork design, it has all the comfort you expect in an oxford . . . plus the *special* comfort of an Enna Jettick oxford, famous for perfect fit and ease. No matter what your foot size, you can quickly be fitted in Enna Jetticks. They come in sizes 1 to 12, widths AAAAA to EEE.

$5 AND $6

SLIGHTLY HIGHER IN CANADA

AMERICA'S SMARTEST WALKING SHOES GO PLACES COMFORTABLY

"BE MODERN, BE ACTIVE, STAY YOUTHFUL WITH THESE

Slenderized Shoes

STYLED FOR BEAUTY AND COMFORT"



"WHAT delights me even more than my own pleasure in wearing *Slenderized* Arch Preserver Shoes is the discovery that women the world over are buying them, too . . . smart women, important women, *young* women. And they're probably finding out, just as I did, that the slender, featherweight Arch Bridge which gives these shoes their name, really does provide the support feminine arches need. Every busy modern woman who wants authentic style and genuine comfort will find the best of both in these new *Slenderized* shoes. Young women I know tell me they swear by them . . . and women who want to stay young say they couldn't do without them."

Prices, $9.00 *to* $12.50
(SLIGHTLY HIGHER WEST OF THE ROCKIES)

Phone Western Union
for the name of your nearest Selby dealer



"Thrifty women know the advantages of choosing these *two pairs* of *Slenderized* Arch Preserver Shoes at one time. The wool gabardine oxford for tailored costumes, the monk's shoe of kid for dressier ensembles." MARSHALL FIELD & COMPANY, *Chicago.*

Selby

SLENDERIZED ARCH PRESERVER SHOES



"The BERNICE, a smart kid T-strap, like all Selby *Slenderized* Arch Preservers, is available in *every size.* The woman who wears an unusual size can always be fitted." MAX SOMMER, SOMMER & KAUFMANN, *San Francisco.*



"This light-weight T-strap —the JALNA—has the remarkable *flexibility* which characterizes every new *Slenderized* shoe. Our customers are delighted with this Arch Preserver feature." HAROLD VOLK, VOLK BROS., *Dallas.*



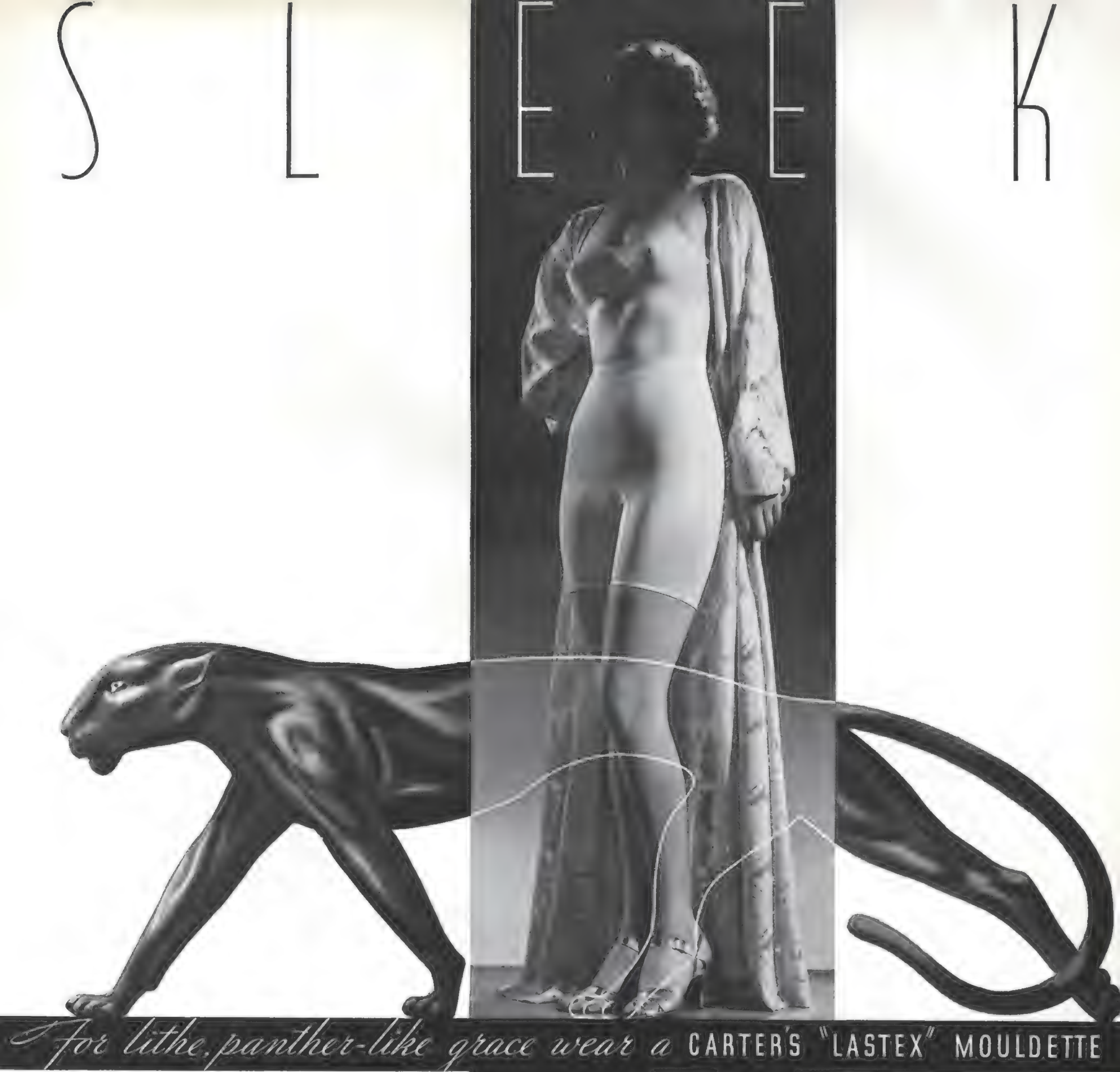
"The WHITNEY, a *Slenderized* model in white buckskin and brown calf, proves that *young women* need not sacrifice footwear fashion to protect their arches." C. E. HOLLOWAY, F. & R. LAZARUS & CO., *Columbus.*



"We know that women who prefer *dress types* in Arch Preserver Shoes will enthuse over the MONTROSE, a graceful *Slenderized* kid pump with continental heel." J. A. ZAHN, JAMES MCCREERY & CO., *New York.*

THE SELBY SHOE COMPANY, PORTSMOUTH, OHIO MAKERS OF ARCH PRESERVER SHOES FOR WOMEN

In Canada SELBY SHOES LTD., MONTREAL
In Australia SELBY SHOES LTD., SYDNEY
In England MANFIELD & SONS LTD., NORTHAMPTON
For Misses and Children GREEN SHOE CO., BOSTON, MASS.
For Men E. T. WRIGHT & CO., ROCKLAND, MASS.



For lithe, panther-like grace wear a CARTER'S "LASTEX" MOULDETTE

FOR LINES as slim and flexible and graceful as a dream...for freedom of movement that makes your body pliant and alluring as a ballerina's . . . for sleekness that leaves the tightest gown unmarred by the hint of a wrinkle . . . wear a Mouldette by Carter. Sheer, cool, soft as a whisper, completely minus bones or seams, they pack a world of control into an ounce or two of chiffon-weight foundation. All three—complete, girdle, and pantie—are preshrunk by Carter's special process so they'll continue to fit perfectly and launder beautifully. Try on a Mouldette, any style. Look at your figure. No other foundation we've ever made or seen will work such miracles.

Carter's FOUNDATIONS *pre-shrunk*



FITTED IN THE KNITTING . . . NO SEAMS

● MOULDETTE PANTIE. *Above:* Even sizes 24 to 30. Eyelets for attachable garters. Short length, about $3.00. Long length (illus.), about $3.50. Banjo bra, sizes 32 to 38. About $1.50.

● MOULDETTE GIRDLE. *Left:* Even sizes 24 to 30. About $3.00. Banjo bandeau, grand uplift, even sizes 32 to 38. About $1.50.

● MOULDETTE COMPLETE. *Right:* Even sizes 32 to 38. Regular and long length. Evening decollete. Grand uplift bra of lace. About $5.00.

The William Carter Company, Boston, New York, Philadelphia, Cleveland, Chicago, San Francisco. Made and sold in Canada by Eisman & Co., Ltd. Toronto. In British Isles by Carter's Foundations, Ltd., London.



A Lady's Prerogative . . to be nonchalantly tailored and distractingly feminine all in the same moment this Spring! Swagger simplicity and fine detail, interpreted in Bloomsburg's Foolpruf Crepe, does the trick in these Manley Fashions. This distinguished texture is woven of Crown Rayon, the NEW Rayon of Fashion and identified by the Crown Tag, "sterling mark" of the Fabric World.*
In Cloud Pink, Winner's Blue, Maize, White. Sizes 14-42 . . . $16.75.

At—BERRY-BURK, Richmond; BLACH'S, Birmingham; BOYD'S, St. Louis; GODCHAUX'S, New Orleans; GOLDRING'S, Shreveport; HARRIS & FRANK, Los Angeles; JACKSON & MOYER, Philadelphia; KENNEDY'S, Boston; KENNEDY'S, Providence; LION, San Diego; HENRY C. LYTTON & SONS, Chicago; MUSE'S, Atlanta; SAMTER'S, Scranton; STEEFEL'S, Albany; VOLK'S, Dallas; WASHER'S, Fort Worth.

* The Crown Tag is your assurance of laboratory tested Fabric Construction, Color Fastness, Washability and Wearing Satisfaction.

"A FABRIC CREATED OF CROWN RAYON . . . IT'S TESTED!"

Easter Hosiery

Unadorned



© 1938, DAVENPORT HOSIERY MILLS, INC. T2

Dress Designed by McClelland Barclay

WITH flowers, jewels, bows — a twist here, a slant there — you can glorify 'most any Easter garment or accessory — except your stockings. *They* have to "be themselves" — stand on their own feet — contribute *unadorned* beauty to the ensemble. Choose them carefully.

Humming Bird Chiffons are closely, flawlessly knit into a ringless, dull-toned fabric. Their fit is impeccable. See the array of new spring shades — enough to keep *any* dress and shoes in friendly relations.

A trial will do more to convince you of Humming Bird's excellent wearing quality than any words of ours. Eight styles, at prices for all purses. In stores of the better class.

DAVENPORT HOSIERY MILLS, Inc., Chattanooga, Tennessee

New York Showrooms: 385 Fifth Avenue

Humming Bird

WOMEN'S FULL FASHIONED SILK HOSIERY *Exclusively*

RINGLESS CHIFFONS

ELASTIC TOPS

"KNEE-LENGTHS"

STANDARD STYLES



The Mode . . . *highlights the Spring vogue for the T-strap shoe. Perforations and contrasting stitching in unusually flattering formation are introduced on this fine kidskin model. It features a Continental Heel and is available in Black, Blue, Brown and White. This trim shoe is a smart example of the style-with-comfort that is exclusive with* Matrix



"Your footprint in leather" is an important feature of every Matrix Shoe. This patented sole molds your shoe to your foot, matching shoe-lines with foot-lines to perfection. And so contributes to inward comfort as it accents the outward trimness of your shoes . . . a double magic. A variety of styles at $9.00 and up. E. P. Reed & Company, Rochester, N. Y. Matrix Style Studio, 47 West 34th Street, New York, N. Y.

CREATED BY REED



NEW CONTRAST IN CHIC—Clear two-toned cape or knee-length coat, accenting the all-white frock. The wraps of a Tecla Knit—the frocks of Caramba. Both fabrics owe their supple beauty and soft lusterless texture to versatile "Acele," the luxury yarn of fashion.

DUPONT RAYON
ACELE
Reg. U. S. Pat. Off.

B. ALTMAN & CO., NEW YORK.....I. MAGNIN & CO., PACIFIC COAST.....MARSHALL FIELD & CO., CHICAGO







Two of a Kind

CRITERION BELTS
KORET HANDBAGS

"AN ALLIGATOR ENSEMBLE OF ACCESSORIES"

Koret Handbags and Criterion Belts—a combination to give a flair to your Easter clothes.

- Originality of design in belts and handbags—characterized by superlative craftsmanship.
- Belts and Bags in matching colors come in Parchment, Red, Navy, Cordova (lighter than brown), Black, Brown and Green—a choice of colors to match or contrast any costume.
- When you select your Koret Handbag (always identified by the Koret mark of quality, the Gazelle) choose your Criterion Belt in the same color, at the same time, in the same smart shop.
- Alligator-covered compacts, also by Koret . . . a new note.
- Criterion Belts by Slote & Klein.

A *Formal* FABRIC IN DU PONT RAYON



Bridesmaid in Mist-vel—*pale ivory mousseline filigreed in wallflower yellow velvet—fresh charm of the white violet's heart. Wm. Openhym & Sons weave this tribute to Du Pont Rayon. Its little cape is detachable. The slip is satin.* $79.50

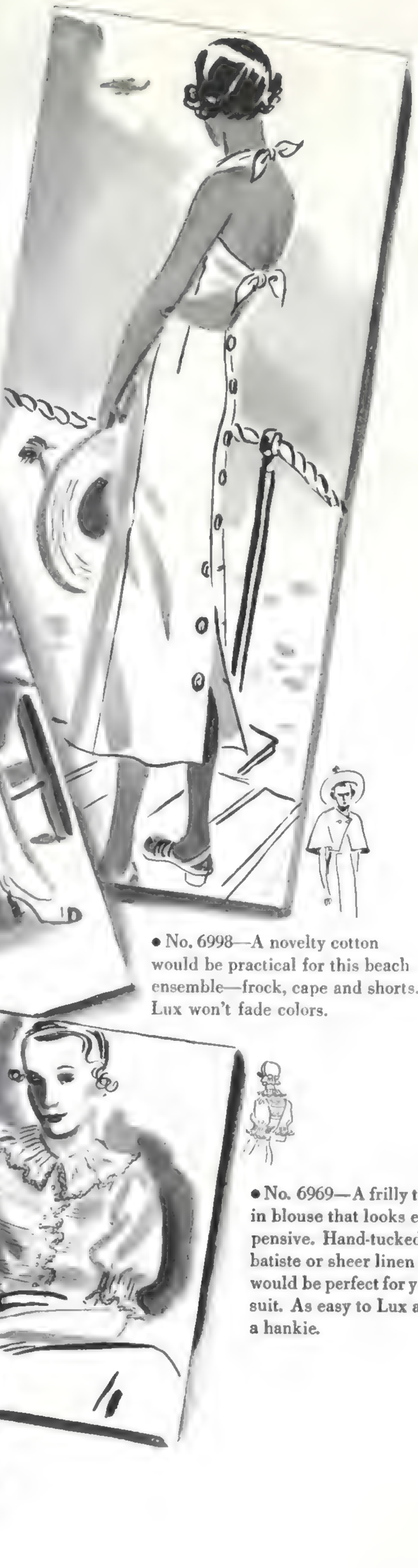
DUPONT RAYON

SAKS FIFTH AVENUE · NEW YORK · CHICAGO · I. MAGNIN IN CALIFORNIA

The Luxable Wardrobe

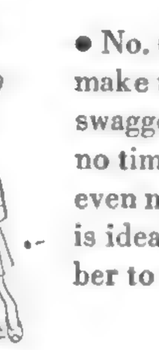


• No. 6997—Imagine this love of a sports dress in Luxable silk crêpe. Make it backless for sunning, then wear it demurely jacketed in town or to luncheon at the country club. Lux it like your lingerie.





• No. 6919—You could make this slim frock and swagger-coat ensemble in no time—and Lux it with even more speed. Shantung is ideal for both—remember to iron it dry.



• No. 6981—Very wearable one-piece daytime frock, grand in linen or one of the new washable acetates, with a choice of a crisp little turned-down collar or a jaunty sailor. "Easy-to-Make" and as "easy-to-Lux."

• No. 6998—A novelty cotton would be practical for this beach ensemble—frock, cape and shorts. Lux won't fade colors.

• No. 6969—A frilly tuck-in blouse that looks expensive. Hand-tucked batiste or sheer linen would be perfect for your suit. As easy to Lux as a hankie.

of 1935— for that million-dollar look on a mere pittance budget

"Vogue Patterns for smart clothes and Lux to keep them smart"

IMPORTANT STORES SAY

Typical of the distinguished list of Vogue Pattern stores recommending Lux:

B. ALTMAN and COMPANY
New York, N. Y.

H. S. BARNEY COMPANY
Schenectady, N. Y.

GUS BLASS COMPANY
Little Rock, Ark.

CITY OF PARIS
San Francisco, Cal.

DENVER DRY GOODS COMPANY
Denver, Colo.

DEY BROTHERS and COMPANY
Syracuse, N. Y.

HALE BROTHERS, INC.
Sacramento, Cal.

HESS BROTHERS
Allentown, Pa.

HIGBEE COMPANY
Cleveland, Ohio

D. H. HOLMES CO., LTD.
New Orleans, La.

JOSEPH HORNE COMPANY
Pittsburgh, Pa.

LASALLE and KOCH COMPANY
Toledo, Ohio

McCURDY and COMPANY
Rochester, N. Y.

JAMES McCUTCHEON and CO.
New York, N. Y.

GEORGE B. PECK COMPANY
Kansas City, Mo.

SCRUGGS-VANDERVOORT-BARNEY
St. Louis, Mo.

STEWART and COMPANY
Baltimore, Md.

R. H. WHITE COMPANY
Boston, Mass.

W. M. WHITNEY and CO.
Albany, N. Y.

Visit the Vogue Pattern store in your city *Today* and see all the exciting new materials that are so thriftily Luxable.



• No. S-3799—Afternoon frock with the smart slit skirt and wide sleeves. In semi-sheer Luxable crêpe, it will be one of your favorites.

• No. 6926—Top this with a wide stiff collar for dramatic effect. Make it in cotton or in washable taffeta—for a date book full of summer parties.

YOU insist on superlatives in clothes—details impeccably fashion-right. You hate shoddy, "cheap" things . . . and yet you're tied to a budget.

But it's easy to have distinguished costumes if you make them yourself from Vogue Patterns . . . then keep them swanky and colorful with Lux, for a fraction of what cleaning would cost.

There are scores of exciting Luxable fabrics this year. Choose them for your frilly, feminine dresses, your crisply tailored things. You can keep them smart-looking all season long the Lux way, these fashion-wise stores say.

Don't risk rubbing fine washables with cake soap. It's apt to fade colors or spoil the finish. Avoid ordinary soaps, too—they often contain harmful alkali. Lux has no harmful alkali. Any fabric safe in water alone washes beautifully in Lux. You need only test in clear water first.



Vogue Says—

"make your own and make them washable"

"A young woman writes me…I am thankful for its satisfying comfort… its greater security"

CAN'T CHAFE · CAN'T FAIL · CAN'T SHOW!

Mary Pauline Callender

Author of "Marjorie May's 12th Birthday"

How 3 improvements in Kotex solve 3 of women's most annoying problems





CAN'T CHAFE



See how the Kotex sides are cushioned in downy cotton. Millions call this the greatest comfort invention ever, to completely end chafing—Wondersoft comfort! If we put cotton all over it wouldn't leave the center free to absorb, and the special Kotex filler is actually 5 *times* as absorbent as cotton!



CAN'T FAIL



If moisture is allowed to concentrate it may lead to accidents. So see how the center layer of Kotex is channeled? That's called the "Equalizer." The channels draw moisture away from one spot, distribute it evenly along the length of the pad. That's why Kotex gives longer-lasting security.

ABOVE everything else, women want three things in a sanitary pad!
They made that very plain to me as confidante to millions of women on hygienic matters.

So we designed this new Wondersoft Kotex to meet their demands.

Never in my life have I seen such gratitude as that displayed after my introductory lectures on this amazing new napkin. Women thanked me, from the bottom of their hearts.

Here is what interested them most

In the new Kotex, chafing is virtually ended because of a downy edging of cotton along the sides. That's why we call it Wondersoft Kotex.

The new Kotex can't fail because of the channeled center layer. Thus moisture is distributed evenly along the entire length of the pad. Thus we increase the pad's efficiency, to avoid accident, without adding to its bulk.

We keep Kotex from showing by flattening the ends — now they conform to the lines of your body. No gown however tight, can reveal it.

Super Kotex for extra protection

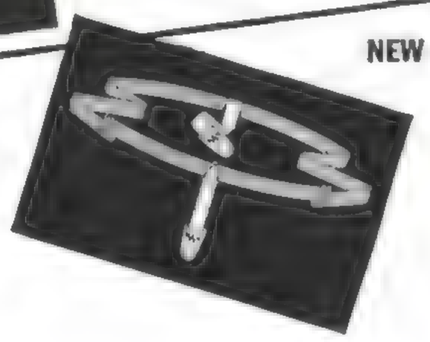
If you require extra protection, you will find Super Kotex ideal. For emergency, Kotex is available in West Cabinets in ladies' rest rooms.



CAN'T SHOW



You've often been self-conscious about tell-tale wrinkles when wearing clinging gowns. Here you see how Kotex prevents them. At first, Kotex ends were rounded. Experience proved that wasn't enough, yet it's all that many napkins offer. Now Kotex ends are tapered and compressed by an exclusive patented method. This gets rid of bulky ends that show.



NEW ADJUSTABLE BELT REQUIRES NO PINS!

No wonder thousands are buying this truly remarkable Kotex sanitary belt! It's conveniently narrow . . . easily adjustable to fit the figure. And the patented clasp does away with pins entirely. You'll be pleased with the comfort . . . and the low price.

WONDERSOFT KOTEX

Try the New Deodorant Powder Discovery…QUEST, *for Personal Daintiness.* Available wherever Kotex is sold. Sponsored by the makers of Kotex.

Style!...and everything else...



"The car that has everything"

CERTAINLY IS a beautiful car—no question about that. So smartly and smoothly streamlined, thousands are calling it "the best-looking new model of the year." And it's a big car, too—longer and larger than last year, roomier in every respect. But Oldsmobile's new bigness and new beauty are only the beginning! *This car "has everything"—every* fine-car feature for 1935, *every* proved advancement of modern motoring: Solid-Steel "Turret-Top" Bodies by Fisher. Knee-Action Wheels with Ride Stabilizer, Bigger Super-Hydraulic Brakes, Center-Control Steering. All-Silent Syncro-Mesh Shifting. And if there's anything *else* you have in mind, you can rest assured that Oldsmobile has it for you—even a price right down where you want it, definitely in the low-price field!

The *NEW* OLDSMOBILE

Sixes $675 and up . . . Eights $860 and up, list prices at Lansing, subject to change without notice. Bumpers with guards, spare tire, and rear spring covers built into all cars at the factory at extra cost. Convenient G. M. A. C. time payment plan. The car illustrated is the Six-Cylinder Sedan, $790 list.

A • GENERAL • MOTORS • VALUE

$675

COMING IN JUNE !



THE "NORMANDIE"

Largest . . . most luxurious and beautiful of modern ships . . . the "Normandie" will set new standards of comfort and safety in ocean travel for many years to come.

ON JUNE 3 there will arrive in New York not merely another big liner, but a *different kind of liner . . . a super-liner.*

Neither size nor speed was the first consideration of the engineers who plotted her dynamic lines. Those qualities came later, as the result of a fresh approach to the basic problem of assuring our passengers maximum safety and convenience.

For the decoration of this super-liner . . . fifty years ahead of her time . . . the foremost artists of France were called into consultation. The *Normandie décor* . . . executed with the inimitable finish of French craftsmanship . . . is beyond anything you have ever seen in brilliance.

Imagine a ship 1029 feet long . . . 79,280 tons . . . a dining-salon 400 feet in length, walled with molded glass, and entirely air-conditioned . . . a sun deck, clear of all obstructions, as long as two city blocks . . . an eighty-foot swimming pool . . . virtually every cabin in First Class with bath or shower, many with private decks . . . a completely equipped theater . . . radio-telephones constantly in touch with both shores . . . a staff of 1200 to assure your comfort.

Need we say that the chef and his corps of assistants are even now engaged in an amiable conspiracy to raise your appreciation of French Line food to new and quite entrancing heights?

You must see this ship! . . . The arrival of the *Normandie* in New York harbor with a distinguished passenger list will be an event in maritime history. Your Travel Agent can tell you more about her . . . and (if you are quick) arrange for early reservations. . . . French Line, 610 Fifth Avenue (Rockefeller Center), New York City.

French Line

Other Sailings to England and France: ILE DE FRANCE, May 18, June 29, July 20 • PARIS, April 20, May 11 • LAFAYETTE, April 27, June 1 and 20 • CHAMPLAIN, May 4 and 25

S. S. "NORMANDIE" FIRST ARRIVAL IN NEW YORK, JUNE 3. FIRST SAILING FROM NEW YORK, JUNE 7. ADDITIONAL SAILINGS: JUNE 22, JULY 10 AND 31, AUGUST 21, SEPTEMBER 4

London lights

INSPIRED THIS RARE PERFUME

CAN you recall that breathless moment in your first London season . . . when you suddenly became aware that in London, in spring, all women are unearthly fair, all men are handsome—that lights are brighter, seen through the blue dusk of a London evening, and the crystal pattern of life, during the season, is one of the loveliest things in the world?

It is such a moment—and such a mood that permeate "Fragrance," Yardley's charmingly original formal perfume.

Even if your first London season is still in the future, you may enjoy now the aura of sparkling, almost poignant, gayety with which "Fragrance" surrounds its wearers.

And know, too, the skill of Mayfair women which makes them use the same lovely scent in their Yardley powder! For we believe you'll find Fragrance powder a new experience in cosmetic perfection also. It's so fine and soft, it spreads a lasting radiance over your complexion, keeping it petal-perfect for hours without renewal. (It comes in truly inspired shades—including English Peach, with an unusual subtle glow you'll find extremely flattering.)

As it echoes your perfume's scintillating mood, you'll surely be inspired to go into the delights of a complete "Fragrance" toilet, including bath salts and powder, talc, and compacts at equally graceful prices. We've cared for that—and placed them all at your nearest fine cosmetic counter too! Yardley & Co., Ltd., 620 Fifth Avenue (Rockefeller Center), New York; 33, Old Bond St., London; Paris, Toronto, Sydney.



"Fragrance"

A PERFUME BY YARDLEY



BY APPOINTMENT TO HER MAJESTY THE QUEEN OF ENGLAND

"FRAGRANCE," the perfume, in the large $8.25 size. Smaller sizes are $1.10, $2.20, and $4. The face powder, "Fragrance," $1.10 in English Peach, with a subtle glow, and five other exquisite shades. Other "Fragrance" things not shown: bath salts, $1.10; talc, $1.10; dusting powder, $1.65; compact, $1.10.



To CUZCO, ANCIENT CAPITAL OF THE INCA EMPIRE, the INTERIOR OF PERU, and visiting Kingston, Cristobal, Balboa, Panama City, Buenaventura, Guayaquil, Salaverry, Trujillo, Chan Chan, Callao, Lima, Mollendo, and Havana.

Or to CHILE. 10,500 miles, visiting 17 Caribbean and South American cities. Same itinerary as Cuzco Cruise (above) as far as Mollendo, thence to Arica, Antofagasta, Chanaral, VALPARAISO and SANTIAGO, Chile. Return via Havana.

SAIL FROM NEW YORK★
(on either cruise)

May 25, July 6 or August 17
on the luxurious new "Santa Lucia"—all outside rooms with private baths; outdoor built-in tiled pool; promenade deck dining room, open to the sky; the club; gym; Dorothy Gray Beauty Salon.

or June 8, July 20 or Aug. 31
on the splendid "Santa Clara" (identical itinerary as "Santa Lucia" but the all expense fare is only $525, room with private bath $50 extra).

ALSO WEEKLY CRUISES
Every week a "Santa" sails from New York to Panama and South America. 17 to 39 day all expense cruises, from $175. Ask your travel agent or

GRACE LINE

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★Or you may sail from CALIFORNIA on a new GRACE "Santa" connecting at Panama Canal.



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Arrowhead Springs

Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

COLORADO

Colorado Springs

The Broadmoor. At the foot of Pike's Peak. The aristocrat of Resort Hotels. Fireproof. Open all year. Golf, swimming, skeet, polo, horseback, skiing.

CONNECTICUT

Old Lyme

Boxwood Manor Inn. The delight of flower lovers. Quiet comfort. Golf, saddle horses, ocean bathing. A long pleasant Summer, May 15th to October 15th.

DISTRICT OF COLUMBIA

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Annapolis Hotel. 400 outside rooms, 400 baths. Close to shopping district and Government Bldgs. From $2.50 single; $4. double. H. H. Cummings, Mgr.

The Raleigh Hotel. New management. Across Pennsylvania Ave. from new Government Buildings. All rooms with tub & shower. $3. one, $5.-$8. two. E. P.

The Willard Hotel. Washington bound? Be a stone's throw from everywhere to go. $4. one, $6. two up.

GEORGIA

Atlanta

The Atlanta Biltmore. "The South's Supreme Hotel." Appointments unexcelled. Convenient for motor and rail travelers. Rates from $3.00.

INDIANA

French Lick

French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

NEW HAMPSHIRE

White Mountains—Whitefield

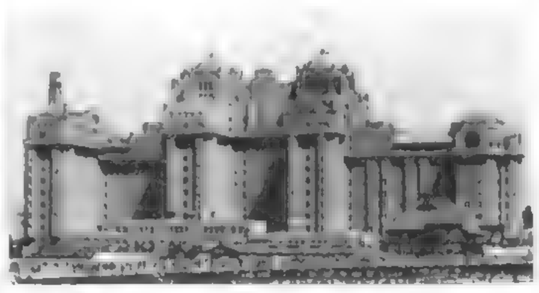


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Dignified and charming in its setting among New England's famous peaks in the glorious White Mountains. A private estate of 3000 acres offering every outdoor sport including golf, polo, tennis, swimming and canoeing. Our maintenance of the highest standards has consistently attracted a selected clientele. Season June 15—October 15. W. F. Dodge & Sons, Proprietors.

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At the ocean's edge. Providing the perfection of service and appointment considered, by a discriminating clientele, essential to an enjoyable sojourn. A patrician cuisine. Sun Decks, enclosed and open. Health Baths. Music. Dancing. Golf. Continental Cocktail lounge. American or European Plan.

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Albany

De Witt Clinton. A Knott hotel. New, well appointed. Faces Capitol Park. Splendid meals; attentive service. Come, we'll make you happy.

New York City

Hotel Barclay, 111 E. 48th St. Delightful Colonial atmosphere. Near the smart shops, theatres, uptown business district, and Grand Central Station.

Hotel Parkside, 20th St. and Irving Place. In convenient Gramercy Park. Solariums, roof terraces, excellent restaurant. $2 per day—$10 per week.

Watkins Glen



The Glen Springs

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Battery Park Hotel. Five excellent golf courses. Many scenic places to visit; entrance to Great Smoky National Park. A Knott Hotel.

The Manor and Cottages. A charming English Inn—for pleasure and sport—a day or a year. 3 golf courses nearby. A. H. Malone, Owner & Manager.

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Sedgefield Inn. Overnight from New York. On North and South routes. Famous Dogwood blooms in April. Golf (grass greens), riding, etc.

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Free Official State Vacation books: "Unspoiled Vermont"; "Lakes & Mountains"; "Where to Stop"; Road Map. Sec'y of State, 46 State House, Montpelier, Vt.

Averill Lakes

Quimby's Cold Spring Club. 5 lakes. Trout; Salmon. Bass. Riding. Tennis. Ranch life in the East. 41st year, May 1-Dec. 1. H. A. Quimby.

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Basin Harbor Lodge. Golf, sailing, tennis, fishing. Select clientele. $35. wk. Am. Plan; June and Sept. $25. Bklt. Folder. Map. Vergennes, Vt.

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Convert your travel funds into Mellon Travelers Cheques and use them to pay hotel bills, bus fares, steamship and train fares, and to obtain cash for the miscellaneous items of expense. They are recognized and accepted everywhere. Mellon Travelers Cheques are sold by banks throughout the country. Ask your bank for them.

MELLON NATIONAL BANK
PITTSBURGH

BEAUTY NEWS

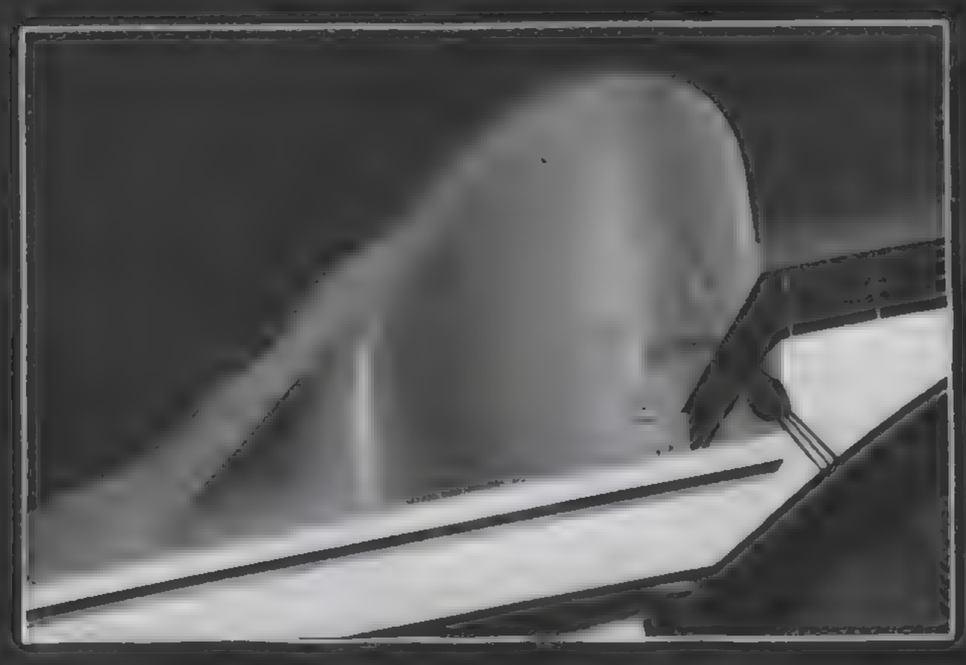
• A book covering every phase of the care and refinement of your beauty . . . written by those experts in the beauty game, the editors of Vogue . . . that's news! Amusing to read? Of course . . . but it makes sense, too. It tells you, definitely and concretely, in words and pictures . . .

What to do
When to do it
And how!

• What a relief to stop trying this and that . . . to settle down to a regular schedule that you know is right for the care of your beauty. Better start right now . . .

VOGUE'S BOOK OF BEAUTY $1

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Cruise to the Northlands & Russia
June 28 for 42 days.
12,000 miles,
$450 up,
side trips extra

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Cruise to the Mediterranean, Holland & Norway
June 29 for 47 days.
14,000 miles,
$475 up,
side trips extra

48 Cruises
from European ports through Arctic, Baltic, Mediterranean & Black Seas
Apr. to Oct.



PREVIEW OF A CRUISE... *Your cruise*

TO CALIFORNIA ON THE LARGEST LINERS

$185 FIRST CLASS



Any preview of a cruise—a *Panama Pacific* cruise—is a preview of your pleasure at its highest tide.

From the moment you gaily step up the gangplank . . . there begins a life you will regret to relinquish after 13 glorious days.

Enjoy Panama Pacific cruises on the 33,000-ton liners *Virginia*, *California* and *Pennsylvania*. Spacious cabins—*all outside*. Air-conditioned dining salons. Magnificent public rooms, deft service, pre-release movies.

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Apply to your travel agent. His services are free.

CRUISES ON S. S. COLUMBIA, AMERICA'S GREATEST CRUISE SHIP: Easter cruise, to Nassau, Miami, Havana. Apr. 19. 9 days. $110 up including shore excursions . . . Early summer cruise to Mexico. 21 days. Havana, Vera Cruz, Progreso, Jamaica, Nassau. $200 up. June 8.

■

DANCING—UNDER TROPIC SKIES OR IN THE GRAND BALLROOM—*It matters not which, you will find the* roominess *so essential for the complete enjoyment of your dance!*

■

TWO OUTDOOR POOLS—*An* exclusive *feature. Swim in one of these delightful pools, be tanned by a tropic sun, cooled by refreshing sea breezes!*

VIGOROUS DECK SPORTS IN THE SUNSHINE—*Play or relax contentedly on broad, sunlit decks. You'll find* comfort *in their vast size!*

■

AIR-CONDITIONED DINING SALONS—*Another* exclusive *feature in this service. You'll revel in this supreme luxury as you feast on a tempting cuisine!*







PANAMA PACIFIC LINE

Associated with American Merchant, Baltimore Mail and United States Lines to Europe; Panama Pacific and United States Lines Cruises.

Main Office: No. 1 Broadway, New York

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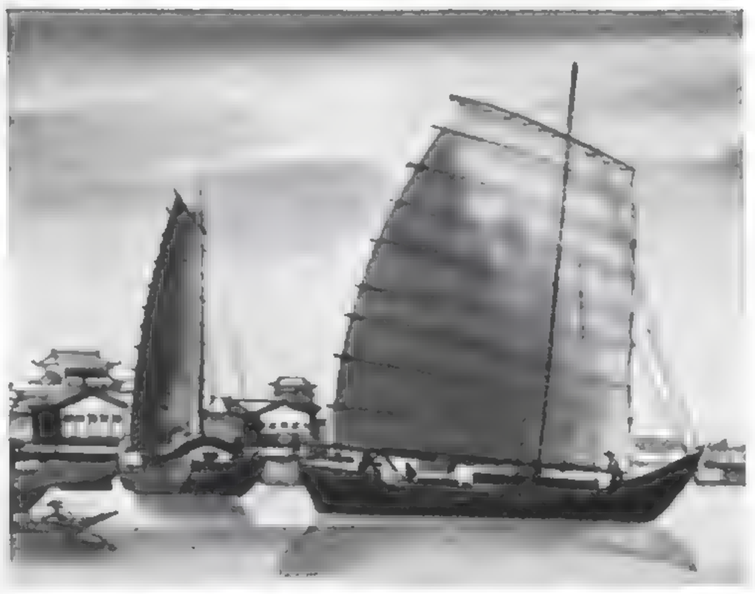
It's not far to the Orient nowadays!



Snow-capped Fujiyama is only a week and a half from North America! Yokohama's broad avenues and magnificent buildings, the dwarf-tree gardens of Kobe, and Nagasaki's charming doll-like houses are all so near.



You can take even a *short* vacation and visit China! See the Great Wall at Peiping, 50 feet high and 40 feet thick...shop for old jade, silks and lacquer in Shanghai ...ride a rickshaw down the ancient streets of Canton.



On to Hong Kong, thriving port of the Orient! And then Manila with Spanish forts, Chinese rice-fields and American ways. Why not go now! These *different* vacation spots are close at hand if you speed by "Empress."



And it's so delightful going "Empress"!



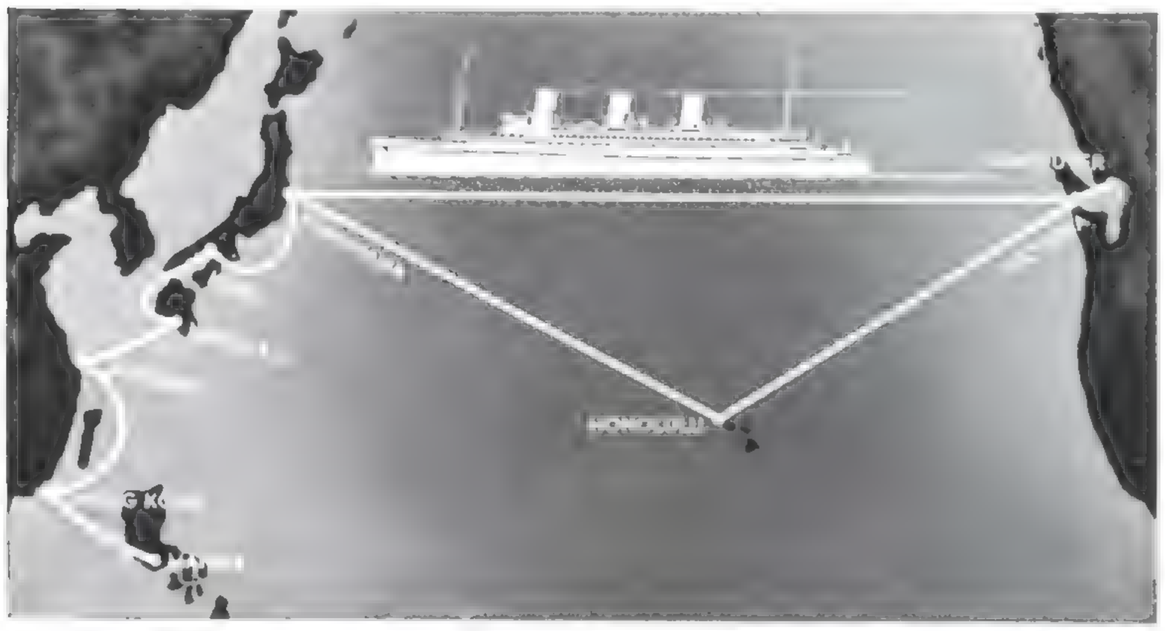
This miracle of convenience is yours on the "Empresses." The *Empress of Japan* is the largest liner on the Pacific...holder of all speed records to Yokohama... a sister to the Atlantic's acclaimed *Empress of Britain.*



In Orient ports, "Go Empress" is a frequent expression. It means not only "big ship," not only "speed" ...but also the maximum in standards of service, meals and appointments for your enjoyment and comfort.



Possibly most memorable of all is the easy, charming life aboard an "Empress"...informal good times every day of the trip...swimming, sunning, deck sports and lounge entertainment, dancing under Oriental stars.



Go Empress! Only 10 days direct to Yokohama by *Empress of Asia* or *Empress of Russia.* Or, take 3 days more and see Hawaii ... by *Empress of Japan* or *Empress of Canada*...or *Aorangi* and *Niagara.* From Vancouver (trains to ship-side) or Victoria. Orient fares include passage to and from Seattle. California sailings connect with "Empresses" at Honolulu. *Reduced Summer round-trip fares.* Personally-conducted tours.

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WRIGGLING AND STRUGGLING OUTMODED



by these New Corsets

. . . featuring this convenient slide fastener . . .

ITS CORRECT NAME IS

TALON

REG. U. S. PAT. OFF.

You step into a Talon-fastened garment as easily as you slip into a silken gown. An easy pull on the slider tailors your garment to fit your figure perfectly. As the fastener closes, it locks into place automatically and stays fast against all strain.

Because garments with the flexible, easily-operated slide fastener mold your curves gently, smooth your body to the flowing lines the new frocks demand, they keep youth in your figure. Yet you feel more comfortable than you ever could in the old-type corsets.

Talon-fastened garments for every type figure and occasion are available in a wide price range. The garment your figure requires is among them. When you buy, be sure of complete satisfaction. Look for the TALON name on the slider!

•

The figure-molding foundation garment illustrated is tailored to fit perfectly with Talon fastener closing in centerback

HOOKLESS FASTENER COMPANY, MEADVILLE, PA.
NEW YORK • BOSTON • PHILADELPHIA • CHICAGO
LOS ANGELES • SAN FRANCISCO • SEATTLE



Talon is the only slide fastener with automatic lock. Let go slider—it's locked, fast. Lift slider—it opens swiftly.

ACCENT ON White

• For white's the top—the meringue on pie, the crest on a wave, the cream on a crème de cacao. Refreshing, stimulating, gay and right with town or country clothes. Walk-Over shops present a collection of shoes with white, and all-white. Worth your seeing!



• Perforations make a clever plaid design—and cool your feet. CAPRICE pump. White Beaubuck. $8.50 (Design Pat. No. D94332)

• ZENDA Tie combining White Beaubuck with Clipper Blue calf. $8.50

• DELRAY. A sandal that really fits and keeps its shape. White Beaubuck with brown. $8.50

• Genuine White Crushed Pig, new semi-square, peasant-type toe. Air-cooled. HYKO $6.50.

Prices slightly higher West.

• Prevue of you all white for Summer. Dress by Davidow. Hat by Lilly Daché. Shoes: Walk-Over 1935 CABANA*. Perforated White Beaubuck. $8.50

*NAME AND DESIGN REG. U. S. PAT. OFF.

Walk-Over

510 FIFTH AVENUE NEW YORK

PARIS: 15 Avenue de l'Opera LONDON: 372 Oxford St., W. 1.

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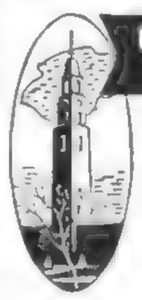
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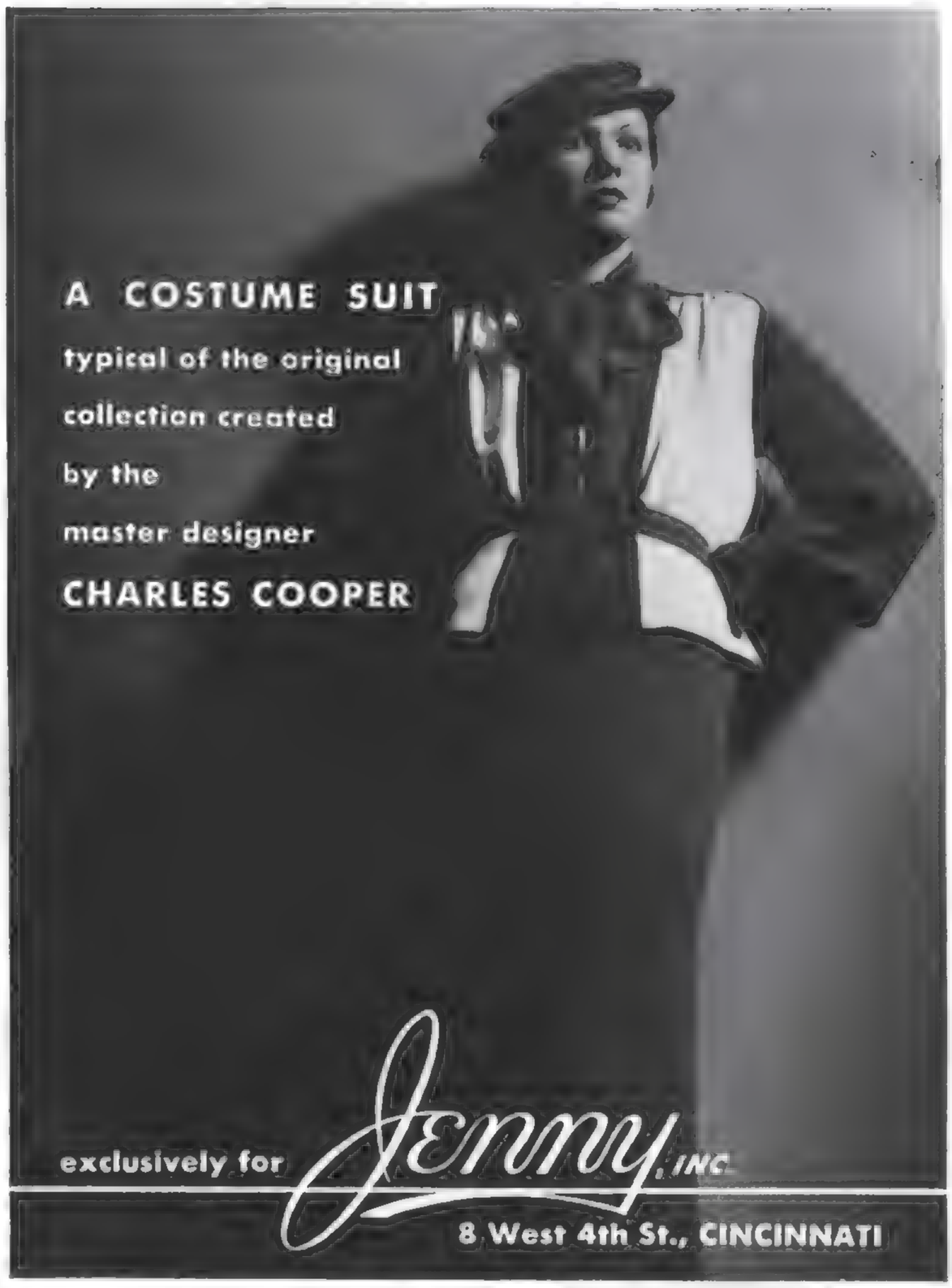
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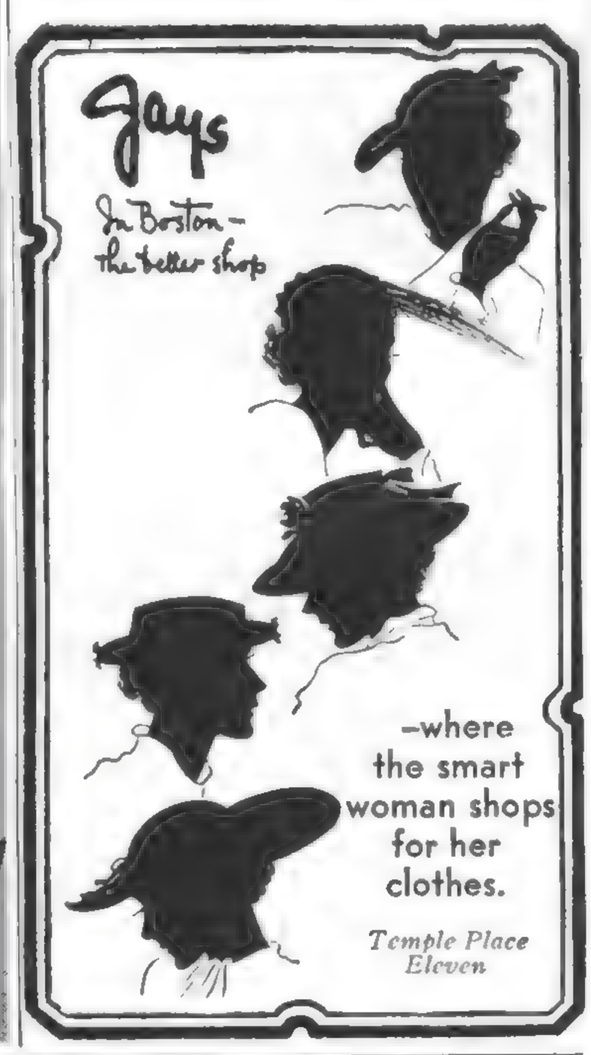
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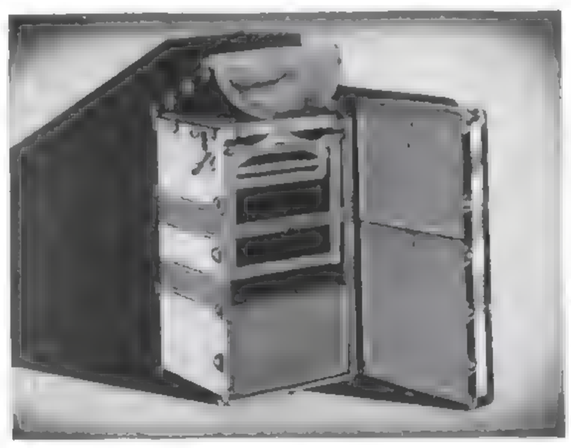


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Vogue covers the



• For all those lucky people who are going over to England this spring and summer, Vogue has gone gathering British information. We have listed for you (enviously, we admit) shops and restaurants, inns, taverns, and road-houses, and even a series of events that no Visiting American Fireman should miss. Let's start—because it is where you are apt to begin yourself—with the best-known London shops.

• Jaeger: There are twenty-five branches of this shop both in and out of London, and, up until four years ago, it was as traditionally conservative as Trafalgar Square. Underwear, distinguished more for its quality than its charm, was Jaeger's specialty. And then, four years ago, to the astonishment of British commerce, the head of the firm of Jaeger decided that his shop was stodgy. So he did something about it, something which has resulted in a new and fascinating shop selling good British sports clothes and combining all the old quality with a new chic. The endearing thing about Jaeger's is that, in spite of this new youth, they still provide camel's-hair knickers that fasten below the knee, for those delightful British ladies who live in country houses without central heating.

• Enos, Ltd., of Mount Street, is in the foreground of the great English dressmaking houses. The gowns, the millinery, and even the lingerie sold here are almost entirely the original designs of Miss Enos, who is, oddly enough, an American. She has spent the greater part of her life, however, on the Continent and in England, and her clientele includes smart women of all nations. While you are trying to decide which of her clothes you can most easily bear to leave behind you, you might remember that, in the main showroom, the city fathers of London once stroked their long grey beards over their own problems; for Enos, Ltd. was once the Town Hall of the city of Westminster.

• Liberty's has one shop in Regent Street (an imposing structure known as East India House), and a second shop in Great Marlborough Street. Liberty's, of course, is famous all over the world for its fabrics. There are also made-to-order clothes, children's frocks, house furnishings, and a large gallery of jewellery, silver, and other gifts. But it is principally for the beautiful prints, of both cotton and silk, that you will want to visit Liberty's.

• Fortnum and Mason, at 182 Piccadilly, helps to make London the city it is. Besides the world-famous food on the first floor, and the inimitable sports clothes on the second, there is in this shop a certain aura of romance; you can't walk in without feeling it, and we, baffled by it, finally ran the cause to earth. The shop is romantic because it was started by a footman named Fortnum, in the household of Queen Anne (1664 to 1714, in case your English history is a bit weak). Fortnum saved candle-ends and sold them to the ladies of the household, from which enterprise he saved enough to start a grocer's business in a Piccadilly doorway. Eventually, he joined forces with Mason, a gentleman's gentleman, and the shop continues on its very first site.

This is one of the few shops in London where you can buy British shoes as well made as many custom-made models of the most expensive bootmakers. Children's things also are one of their pet hobbies, and well-dressed English infants are brought up in Fortnum's tailored clothes. On the fifth floor, you can even learn cooking, from that justly renowned gentleman named M. Boulestin.

• Harrods, in Knightsbridge, is more than a great department store; it is a British institution. Like the Army and Navy Stores, Harrods specializes in variety. You can buy anything from a spool of thread to a live monkey. You can even buy a house. You can live and die by Harrods, for it is a complete civilization.

• Debenham and Freebody, in Wigmore Street, around the corner from New Bond Street, is to London what Saks-Fifth Avenue is to New York, or Bullock's-Wilshire is to Los Angeles. This establishment began by selling "Haberdashery, Hosiery, Millinery, and Lace" and is now, logically, a woman's specialty shop—famous for Court dressmaking. Americans find the shop splendid, also, for children's clothes. Whatever you buy

Shops to know

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on this page. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

British Isles

there bears a sort of unseen label, with an assurance of British quality and cosmopolitan smartness as definite as the word "sterling" on silver.

• Army and Navy Stores: The Army and Navy Co-operative Society, Ltd., 105 Victoria Street, is what the British mean by a "store." Everything else that has a counter and a till is called a shop, but the Army and Navy Stores are unique. They started by storing wares to be sold cooperatively to the officers of His Majesty's Services; you had actually to be a soldier or a sailor, or a member of a naval or a military family to be able to shop within the carefully guarded precincts. To-day, however, even we rebels may buy its goods.

The astonishing thing about the Army and Navy Stores is that there seems to be nothing that they do not sell. From potted meats (which they make themselves) to furnishings for churches, including stained-glass windows, there is nothing they can not provide. They pack up Englishmen and ship them and their property to India, South Africa, or Marie Byrdland, and never a tea-cup broken. The whole organization is a model of efficiency, integrity, and economy; and as a final inducement, we offer you the fact that Chauncey Depew always bought a camel's-hair dressing-gown from the Army and Navy Stores whenever he needed one.

• Victor Stiebel: One of the leading London designers, and worthy of his fame. You can buy certain of his models in New York, but, for really cosmopolitan clothes of surpassing chic, you can't do better than to stop in at 22 Bruton Street and look at his things. You'll never get out unscathed.

• There will inevitably come a moment in your life when, after a week of shopping, dining, and sightseeing, your entire personal appearance will go suddenly to pieces, leaving you alone in a strange country, with the face of a well-preserved woman of eighty-six and hair like seaweed. This phenomenon occurs in the lives of most people about three hours before they are going to dine with a duke; so, to uphold American womanhood, we remind you that Elizabeth Arden has a shop in London, just as good as any in these United States; and that Antoine (another entity on whom the sun never sets) has a shop in Bond Street. Maurice, in Queen Street, is also an excellent hair-dresser, whose address is worth remembering.

Restaurants and taverns

• The restaurants listed below are, of course, only a few of London's many. You may discover dozens for yourself.

Perroquet, 43 Leicester Square. Small and extremely smart. Remember to telephone for your table.

Prunier's, on the site of the old Rumpelmayer's, across the way from the Palace of Saint James's. New and smart. Specializes in fish.

Chez Quaglino, in Bury Street, off Jermyn Street. You can dance here, and there is also a cabaret (British for floor show).

Café de Paris, in Coventry Street, off Piccadilly. A good orchestra, and not too expensive.

The Embassy, in Bond Street. Membership is obtainable for those with proper credentials. Everybody who is anybody dances at the Embassy, including royal princes, in careful incognito.

Punch's, in Waverton Street, off Park Lane. A small club, which is the meeting-place for a great many well-known people, and of which you may —having been duly proposed—become a temporary member for one guinea. John, the barman, is a famous citizen. Ask him for his championship cocktail, "Royal Romance."

Kensington Wine Lodge, in Pelham Street, Kensington. A snack counter, a bar, and an electric grill. New, and good, and fun.

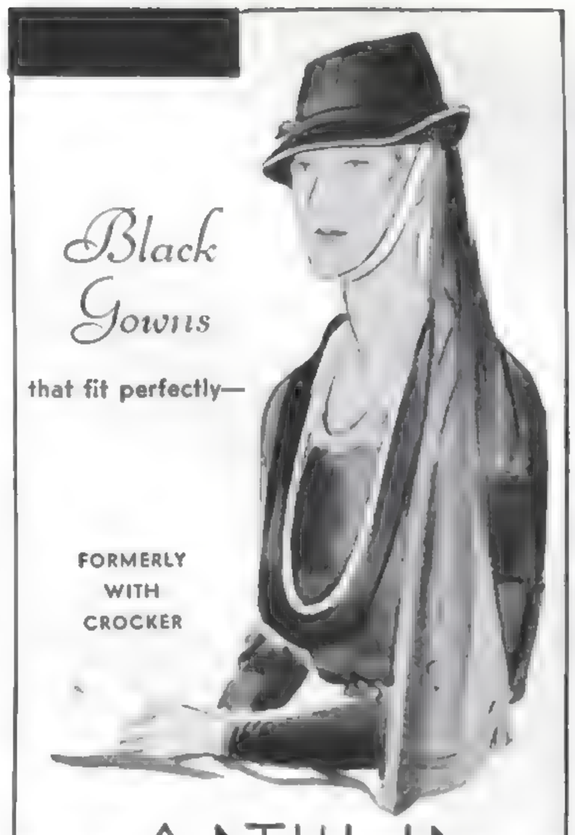
Simpson's, in the Strand. The best place to dine when you want an English roast in all its excellence. Tourists love it, but don't let that stop you.

And the following restaurants are also recommended, if you have no pride about your social, or tourist standing:

Scott's, in Piccadilly. Inexpensive, and essentially British.

Schmidt's, in Charlotte Street. The natural habitat of a lot of amusing people. Good for after the theatre.

No list of London restaurants would be complete without some mention of its taverns. Most visiting Americans (Continued on page 38)


Black Gowns
that fit perfectly—
FORMERLY WITH CROCKER
ARTHUR MULLEN
19 EAST 49TH STREET, N. Y.


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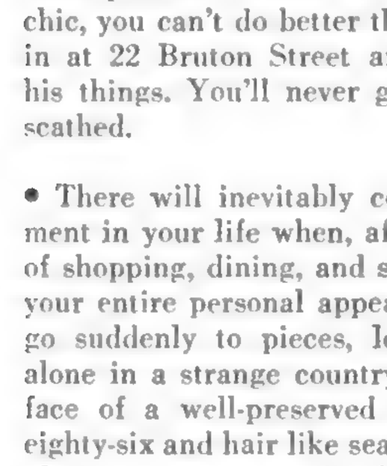


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SHOECRAFT
714 FIFTH AVENUE, NEW YORK
Fitting the narrow foot and heel
All sizes to 11 . . . . AAAAA to C

MISS CARROLL
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hats by Fanny and Hilda
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Dotted Swiss

Monogrammed Blanket cover or Bedspread of crisp, snowy white dotted Swiss. Trimmed in fagoted bands of shaded blue, yellow, pink, green, peach or brown. Price, including three letter monogram $8.75

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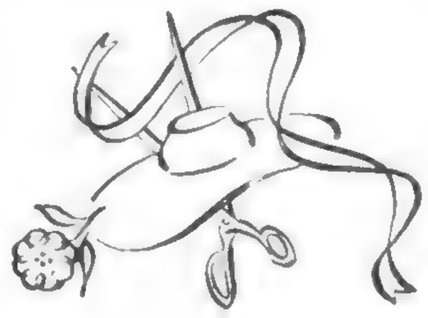
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Authentic district check jacket with grey English flannel skirt. Hand-knit hat and scarf. Complete costumes designed and worked out by Alice Maynard.

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Just below 56th Street





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As new as Spring
and as smooth
as silk . . .
this shining
coiffure
from a
master's hand.

PLAZA 3-8090

VOGUE COVERS THE BRITISH ISLES

(CONTINUED FROM PAGE 37)

go like homing-pigeons to the Cheshire Cheese, and spend an hour and a half talking raptly of Dickens. If this is your first trip, by all means visit the Cheshire Cheese, but don't let these other, less famous, taverns escape you:

The Queen's Larder, in Queen Square, W. C.

The Hoop and Grapes, in Butcher's Row, Aldgate.

The Town of Ramsgate, at Wapping Old Stairs.

Country inns

• If you have ever read an English novel, you know about English weekends, and those country inns, full of elusive charm and solid comfort. The following list numbers some of the best in England. You can get to them and the country-side by train, or, better yet, you can hire a car from Godfrey Davis, Ltd., 7 Eccleston Street, S.W.1., or Daimler Hire, 243 Knightsbridge, who carry the Royal Arms, "by appointment." If you want to be really forehanded, talk to Daimler Hire before you sail, in their office in the Plaza Hotel in New York.

Skindles, at Maidenhead, in the Thames Valley.
The Red Lion, at Bourne End.
The Bel and Dragon, at Cookham.
The Angel, at Grantham.
The Lygon Arms, at Broadway.
The Fountain, at Canterbury.
The Ostrich, at Colnbrook.
The Maid's Head, at Norwich.
The George, at Salisbury.
The New Inn, at Gloucester.
The Red Lion, at Colchester.
The George, at Glastonbury.

We feel that we owe it to our readers to include, out of the hundreds of wonderful English inns, the Beetle and Wedge, at Moulsford, partly just because it *is* the Beetle and Wedge, but also because it is a place to which you will go back.

Besides these inns, England has been innoculated with the Road-House. Some of these are smart, and some are not, but most of the bigger ones are just as much fun as the best of our American variety. We suggest two; especially:

The Ace of Spades, at Kingston Bye Pass.

The Ace of Spades, at Great West Road.

These are the first two in England. You can eat at practically any time, dance almost all the time, and in summer there is swimming.

The following are a list of inns especially recommended if you are travelling farther afield.

The Portmeirion, in North Wales, is at its best in May and June, and, although the visitors range from the Prince of Wales to bareheaded Oxford undergraduates and lavish film stars, it is not in the usual sense a public resort. On your way, stop at The Mytton and Mermaid in Atcham Bridge, Shropshire, presided over by Mr. Archie Brown, an Oxford scholar-musician.

In Scotland, Gleneagles, in Perthshire, is not only well known, but smart. It calls itself the world's unrivalled playground, which is not too exaggerated a statement to make. You can ride, swim, and play golf in beautiful and luxurious surroundings, not to mention absorbing the atmosphere of Scott, Burns, and Barrie.

In North Berwick, Gosford House, which is a few miles from Edinburgh, has excellent cooking and is within reach of a dozen golf courses.

In Somerset, Cheddar Caves is worth a visit; and in Shropshire, the estate of Lady Brownlow is an amusing and smart place to stop.

Oxford and Cambridge

• There is nothing more fun than visiting an English University, in term time, but, to enjoy any of the three social festivals of the varsity year, you really should have an undergraduate nephew or a stray English cousin to take you about. Like most college life, it is gayer from the inside looking out than from the outside looking in.

Oxford has two separate festivities, Eights Week, from May 23 to 29, and Commemoration Week, which takes place at the end of the summer term. Of the two, Eights Week is by far the more amusing; it is primarily a river affair, with lunch parties in the colleges or on the river—the river in this case being not the Thames, which is reserved for more serious business, but the narrow Cherwell, which winds through Christ Church meadows and beneath the walls of Magdalen College.

The great social event of the year at Cambridge is held in June and is called, with a calm disregard of facts, May Week. The river is filled, in the intervals between races, with punts, brilliant blazers, and feminine figures gay in their best bibs and tuckers.

One final and solemn warning: at Oxford, the punt is propelled from the stern and, at Cambridge, from the bow. This is a delicate point of honour, and should never be forgotten by innocent and ignorant Americans.

Things to do

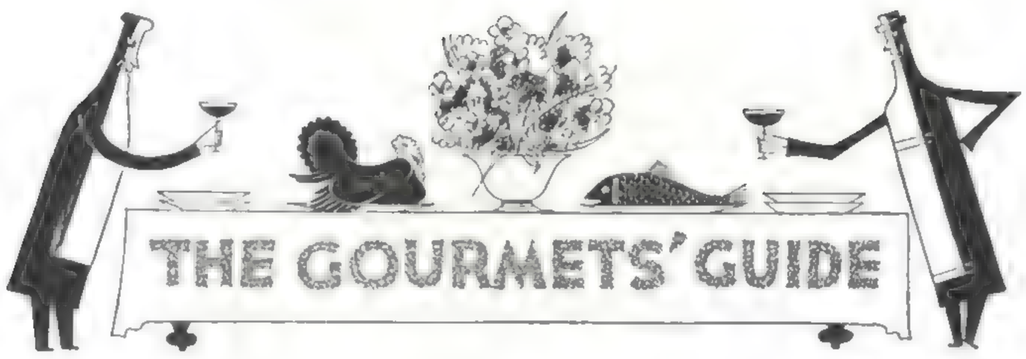
• Whether you are visiting England for the first time or the fifteenth, there are a few things that are always fun to do, and a few places that you owe it to yourself to visit. It is always hard to decide whether visiting or re-visiting is the more fun, but in any case, don't forget these:

Windsor Castle: About an hour out of London, and you can include in the trip the playing fields of Eton, without which there would have been no Eton jackets, and no Waterloo.

Kew Gardens: Three hundred acres of excitement for gardeners. Just across the Thames, and worth the trip.

Burnham Beeches: An hour from London, on the Great West Road. The most beautiful beeches in the world, probably, and the atmosphere of Gray's *Elegy*.

Zoos: The London Zoo, in Regent's Park is the easiest to reach, and members' tickets will get you in, in relative peace, although it is, of



RESTAURANTS

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Modern Air conditioning. For Reservations VAnderbilt 3-7897.

THE MARGUERY—270 PARK AVE.—WI. 2-8494

To lunch, wine, or dine in the

true Parisian manner, come here.

French specialties each day.

Smart rendezvous for cocktails.

HAPSBURG HOUSE—313 E. 55th St. New York's most novel and interesting society rendezvous. "Cuisine Internationale". Excellent cellar. The Schubert Room is new—designed for that especially festive private dinner party. Luncheon, dinner and supper. Reservations—ELdorado 5-8493.

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Luncheon	Vintage	Dinner
50c 60c 75c	Wines	$1.00 $1.25

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

FRANCES LYNN—10 West 55th St. Just off 5th.
Smart Clientele, deft service, delicious food.
For "Pennywise New Yorkers"
Luncheon 35c, 50c Dinner 55c, 75c, $1.

L'ESCARGOT D'OR at 254 West 54th St. on the 16th floor. Delightfully French and best known for its excellent snails and frog-legs. Entertainment and dancing. No cover charge. Columbus 5-9107-9861.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Dancing & dining from 6 to 2:30 A.M. Dinner from $1.50 and $2. Tel. CHelsea 2-4646.

ALEXANDRA RESTAURANT—8 East 49th Street Champagne cocktail dinner $1.00 and $1.50. Served daily 5 to 8:30 P.M. Sunday, noon to 9 P.M. The most talked about dining place in New York. PL. 3-1542.

SEVENTY PARK AVENUE—CORNER 38TH Street. A charming dining room serving exceptional lunches for 75c, dinners, $1.10. A Snack lounge with a bar that is more popular every day. Lex. 2-7070.

THE CRILLON, 116 E. 48th St, offers a new idea—The London Theatre Buffet. The same inimitable cuisine "Buffet style" in the Bar so you won't be late for the Theatre. All you desire—one dollar.

HENRI—A "Bit of Paris in New York", 40 W. 48th St. Finest food prepared in the authentic French manner. Dinner $1.75, from 5 to 10 daily, all day Sundays. Also a la carte. BRyant 9-4340

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c. Dinner 75c to $1.15.

LA CHAUMIÈRE, 163 E. 56th St. A real French Restaurant. "A House that is reserved for those who know how to wait, eat and appreciate." . . Paul Massé, formerly chef of Inter-allied Club in Paris.

JANET OF FRANCE—237 W. 52 St. "Where Broadway meets the Boulevard." "Onion Soup" "Spécialité de la Maison." Dance, be merry with Janet, who entertains. Luncheon 75c, Dinner $1. Supper. CO. 5-8717.

DISTINCTIVE BARS

RITZ-CARLTON. Madison at 46th. The Ritz Bars—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

FOR A SURPRISE, GO DOWN
One
Flight
to Susan Palmer's Oyster Bar, 2 W. 49 St. for Oyster Stew that is Oyster Stew, your favorite song by Bill Barry, quality drinks, Snacks, Stews, Lobster, Rarebits—truly delightful after the theatre.

THE BARCLAY—111 East 48th St. Most attractive of all bars—serving a special luncheon—music during the late afternoon and evening—popular at Cocktail Time and for Midnight Snacks.

CAFES

KUNGSHOLM—142 East 55th St. A cocktail lounge like the fine wine that is served—mellow and in good taste. A Continental cafe featuring famous Swedish Hors D'Oeuvres—Luncheon, Dinner Prix Fixe. Wines, liquors. Cocktails par excellence. EL. 5-8183.

ST. MORITZ-ON-THE-PARK, 50 Central Park So. Cocktail Hour in the Café de la Paix, luncheon in America's only Rumpelmayer's, dinner and supper dancing with entertainment in the Continental Grill.

BLACKSTONE CAFE & BAR—50 East 58th St. Special luncheon with cocktail 75c. Dinner $1.25, or with champagne cocktail $1.50. Favourite place for luncheon, cocktails, dinner, and after theatre.

FRENCH CASINO, Folies Bergères, 7 Ave. at 50 St. For dinner and supper. Winchell: "Most magnificent night club in N. Y." 3 orchestras. $2.50 except Sats. & Hols. Cocktails Sat. & Sun. 4-7. COl. 5-7070.

SMART CLUBS

LEON & EDDIE'S—33 West 52 St. Where sly Eddie Davis sings customers into hysterics. Continuous entertainment that grows on you. Luncheon, Dinner, Supper and Cocktails.

VERSAILLES—A New Continental Rendezvous, 151 E. 50th. America's Smartest Restaurant features Lunch, Cocktail Hour, Dinner & Supper. Jos. Smith Dance Orch. Divertissements—Cuisine Française.

OUT-OF-TOWN

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

THE OLD MANSION, Somerville, New Jersey. Junction Routes 28 & 29. Delectable Southern food served in a beautiful historic setting; luncheon, bridge teas, dinner. Selected beverages.

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A whole library full of books for the improvement of your mind—here is *one* book for the improvement of your face.

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$1

Vogue, 420 Lexington Avenue, New York City

VOGUE COVERS THE BRITISH ISLES

course, entirely possible to go as a common citizen. Out of London, at Whipsnade, there is another zoo where the animals live very nearly in their natural backgrounds.

The Changing of the Guard: Whatever you miss seeing in England, don't miss this. Go to Buckingham Palace at ten-thirty any morning when the King is in town and watch this famous and thrilling British ritual. (When the King is out of town, it takes place at Saint James's Palace.) You can also see the Changing of the Horse Guards every morning at eleven o'clock, in Whitehall. (N.B. For some obscure, Anglo-Saxon reason, the Changing of the Guards takes place a half-hour earlier on Sundays.)

The House of Commons: The Admission Order Office will get you seats in the Strangers' Gallery.

The Covent Garden Flower Market.

The Caledonian Market: To London what the Flea Market is to Paris, and some good Americans would prefer the Caledonian Market to Paris, when they die. You can find it in the Caledonian Road, Islington, and its best day is Friday, after ten in the morning. The place is filled with stalls, and substitutes for stalls, in the form of antique prams, dilapidated steamer trunks, and even ragged blankets. You may find lane after lane of pure junk, but, before you leave, you're certain to find something of charm and interest. But if you love old silver, go prepared to sacrifice sanity and your letters of credit, for the most exciting bargains in Georgian silver and Sheffield Plate in the world are to be found in the Caledonian Market.

There is even one well-authenticated story, which we pass on to you for what it is worth, of a lady who bought a string of black beads for ten-and-six. Within four hours, she was offered thirty thousand pounds for them by a prominent London jeweller. They were rare and priceless black opals. But even if you don't find the Kohinoor for sale at five shillings, you'll never regret a visit.

The Burlington Arcade: All of London's arcades are famous, but this diminutive avenue of shops will win your heart. It runs from Piccadilly, through to Burlington Gardens, just below Bond Street, and its specialty is men's and women's sports accessories. It has allure.

Tips for tourists

• One great blessing to visitors in England is an agent, like Kenneth Prouse, who will arrange, from his London office, anything arrangeable, from two seats at the Opera to the four-day Henley Regatta, or the Derby, complete with champagne lunch. The Prouse Agency will give you advice about how to get to any place in England, and where to stay when you get there, thus saving you much wear and tear on your nerves and many possible and irremediable mistakes.

Vogue also recommends joining the International Sportsmen's Club, in Grosvenor (Continued on page 132)

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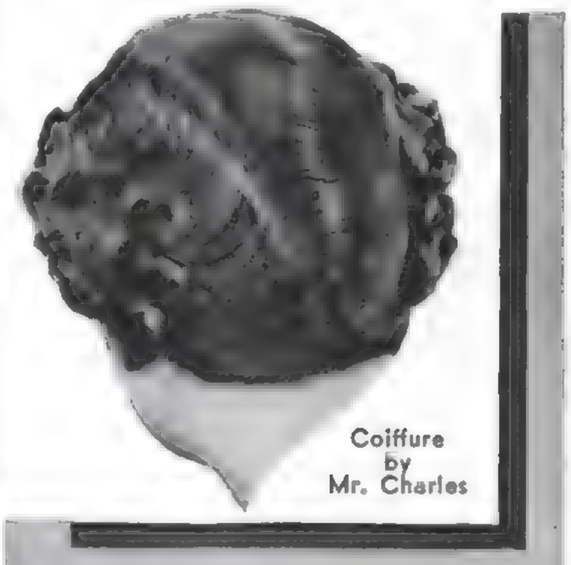
A Paris Dress
for Your Baby Daughter

Made to your order by expert French needlewomen under personal direction of Mademoiselle Julien. Let us send you photographs of our other models from babyhood to four years of age.

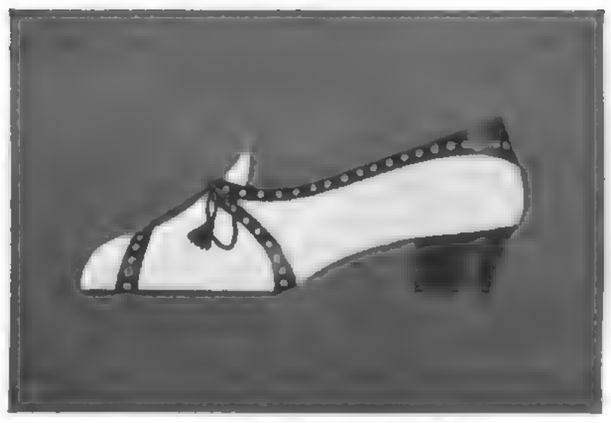
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The dress illustrated, "Babette" $14.50
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SMART HAIRDRESSING
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The Aiken "low-heel"

Introducing the smartest buckskin of the coming season. It's supple. It's summery. The heel gives the newly chic "little girl" look to your ankle. It comes in white buck with black, brown, navy or white calf-skin. And cord tie for decoration. $14.50

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
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Shirtwaist wedding gown—a bridal paradox — a Molyneux "succes fou" — in shimmering satin, unadorned, with delightful peasant-ish sleeves and a great sweep of train. From McCreery's glamorfull Bridal Salon collection for the bride and her maids, 89.75 Other gowns from 39.75. Fourth Floor.

JAMES McCREERY & COMPANY
FIFTH AVENUE 34th STREET NEW YORK

Vogue Covers

Soviet music



• If you like orchestral music and if it intrigues you to know what is typical of young Soviet Russia, plan to hear the program at Mecca Temple either this Saturday evening, the thirteenth, or a week hence, on the twentieth. The Orchestral League of New York is to give the first performance here of Dmitry Shostakovitch's "May Day" symphony with chorus. Stokowski presented solely the instrumental work with the Philadelphia Orchestra last year, but the composer did not fancy having the choral part omitted. The coming programs by The Orchestral League will be directed by Charles Lichter. He is also including a Soviet ballet presented by the New Dance Group; and songs of the Soviet Union, as well as Mossoloff's "Foundry."

Garden tour

• Although I am going a bit outside the boundaries measured by my town, I can't resist reminding you about the annual tour of the famous old houses and gardens of Virginia planned for the week of April 22. After all, Virginia isn't far away, and this is an opportunity that should not be missed if you can possibly arrange to go there. The Garden Club of Virginia has secured permission from the owners of more than one hundred and twenty-five of the most attractive estates to be open for inspection. A small admission fee is charged in most instances, the proceeds being devoted to the restoration of publicly owned historic gardens. Among the places on view will be Brandon and Upper Brandon, on the James River; Claremont, Shirley, Westover, and Carter's Grove; the Governor's Palace and the beautifully restored houses at Williamsburg; and Carter Hall in the Shenandoah Valley. Guide booklets, maps, and further information may be had from The Garden Club of Virginia (in Richmond), or the Virginia State Chamber of Commerce.

Trouville



• A visit to the Trouville, at 112 East Fifty-Second Street, always was its own excuse for happening, but now there is even more justification for going there at any time from the lunch hour until early morn. Besides the sympathetic surroundings, the excellent food and drink, the warm welcome of the genial Tony—there is a combination of features that makes simply grand entertainment. Even more people are dropping in at cocktail time these days, for Jimmie Rogers is there with his merry piano (and you know Jimmie!) every day from five until seven, except Sundays.

Luncheon is chic and gay and crowded, but I think that my favourite time at Tony's is in the evening, perhaps, when the concealed lights play softly against the green and white of the decoration, and the evening invites leisurely relaxation. Here is the ideal place to go, and you won't feel that you must hasten away. And, if you have made no plans to see a play, you'll order another brandy and stay right on at Tony's. What could be more entertaining than to have the inexplicably clever Sydney Ross come over to your table and baffle you with his card-tricks? He knows some two thousand of them, each more puzzling than the other. Mr. Ross has a more serious side, based on his learning in psychology and his title of Ph.D., and this, too, he presents in its brightest aspect, with the greatest good humour. He will, at your request, tell what for lack of a more accurate term is called "your fortune." Yet

Wedding Clothes



FOR THE YOUNG OLDER WOMAN

■ Bride's mother, groom's mother, honored guest—the problem of what to wear isn't as easily solved as the one calling for orange-blossoms and a veil. . . . It means studying your figure, creating something just for you, carrying out the idea in fine materials, with truly French attention to detail, fit and workmanship. . . . Such a dress, smartly individual and not dated, may be worn for formal occasions at any time during the summer.

POLLY FRANCIS
23 EAST 37TH STREET, NEW YORK, N. Y.
TELEPHONE CALEDONIA 5-2081

the town

here are none of the thin devices of the ordinary fortune-teller. Mr. Ross reads something far deeper and truer than generally comes out of a pack of cards. He practically diagnoses your mind—and in the most helpful, human, and charming way.

Later, Jim Miller and his boys, Al Glasier and Johnny Adams, come to play and sing for you. They have an amazing repertoire, and it would be hard to find a trio that work more smoothly together. The dry humour of Jim Miller, whose dignified and pedagogical appearance amusingly belies his songs, never fails to entertain me.

For your next party

• That same inimitable Sydney Ross is the feature, by special request, of many smart private parties of late. Clever hostesses have discovered that all the cares of entertaining vanish by the simple expedient of having Mr. Ross put on one of his affable performances. He will do his magical card-tricks (which are something far removed from the common parlour variety), or he will oblige at character reading and a subtle sort of fortune-telling in a way that disarms, amuses, and intrigues even the blasé. And he does it all with a gentle, whimsical, well-bred charm that is truly delightful to his audience.

So, if you are planning a dinner-party at home, make it an event that all your guests will remember by arranging the matter in advance with Sydney Ross, who is easily reached at WAdsworth 3-3177 any morning.

Last call



• There is still Palm Sunday, which will be the last opportunity to go to another of those Lenten Sunday Supper Parties that have been so pleasant at The Ship Grill at 400 East Fifty-Seventh Street. These affairs have been bright spots of the past six weeks, and the proceeds have been donated in part to various charities. A congenial crowd gathers about eight o'clock; some celebrity of the stage or the radio world acts as master of ceremonies; and all of the entertainment is impromptu and forthcoming from the guests. Supper, which is served continuously until about eleven o'clock, includes a choice of those luscious specialties for which The Ship Grill is famous, such as onion soup, steak and kidney pie, lobster Newburgh, curried chicken with cocoanut and chutney, turkey hashed in cream, Roquefort cheese with port wine, and deep-dish pies. As is true (Continued on page 132)



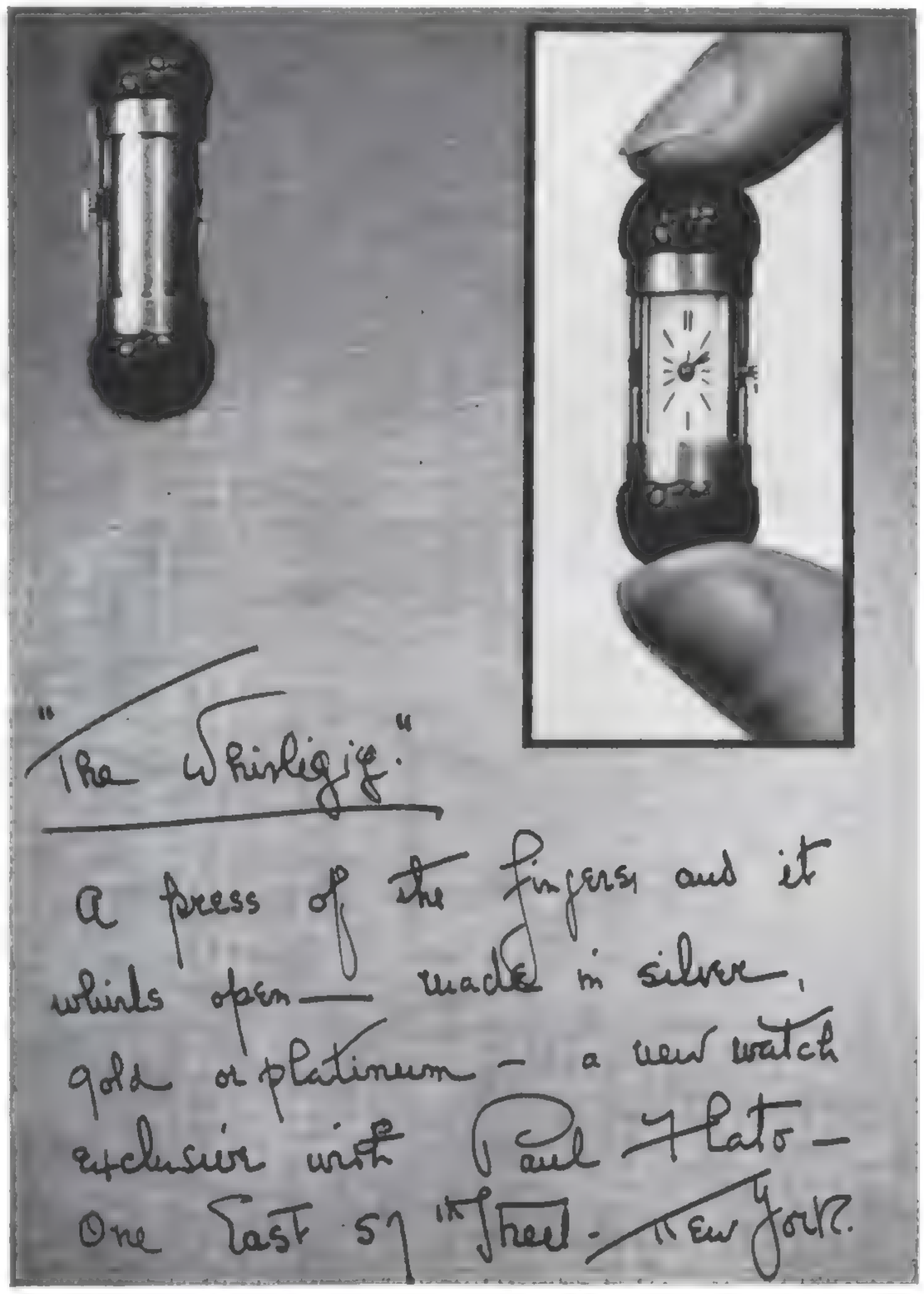
Revillon makes this Martial et Armand town suit with new triple-tier detail in linen-finish, lightweight wool.

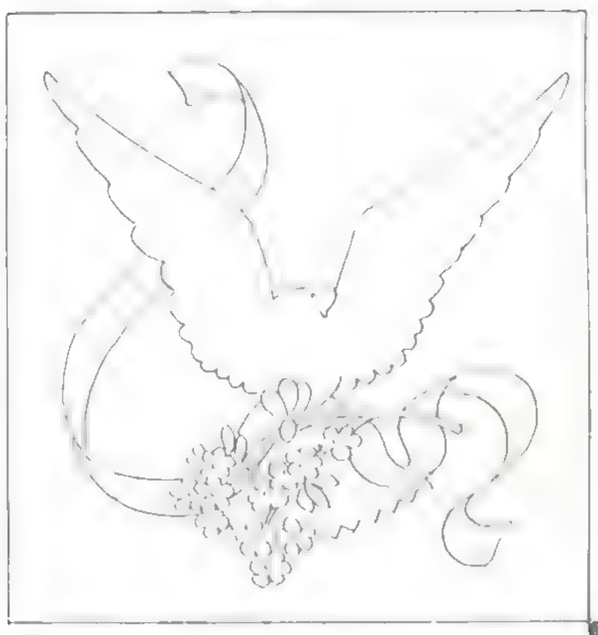
Revillon Frères

FIFTH AVENUE AT FIFTY FOURTH

Schiaparelli interprets the Hindu Influence in nile green chiffon and bands it with cloth of gold. Draped Sari falls in graceful back panel.

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IN THE LIGHT OF QUALITY



Crane's Fine Papers for weddings reveal their time-honored excellence. Paper makers to her majesty the bride, these many generations, Crane's holds first place in the appreciation of those who know and choose the best. That you may be certain it is Crane's, we suggest you let the light shine through the paper. Not only will its fine texture be easily observed, but also the name of Crane, that is both your guide and your assurance.

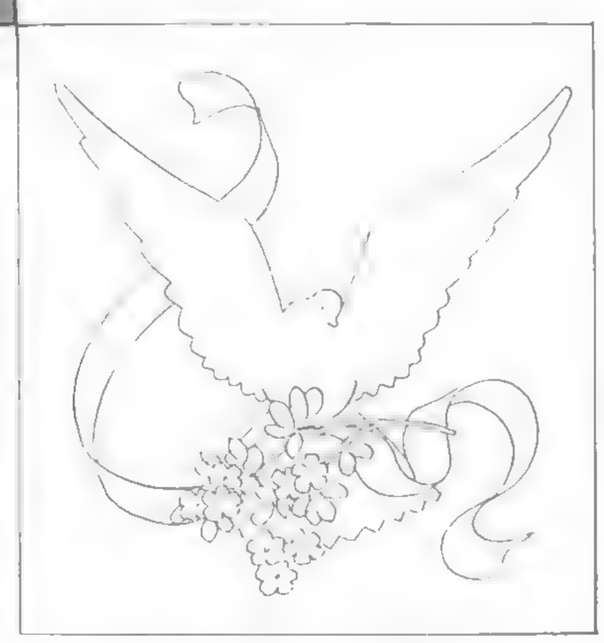


Crane's Kid Finish in Naturel, a warm white shade, is the correct wedding paper. It is offered in three sizes: Royalty, a generous sheet folding once and lending itself to engraving in the larger styles; Park Avenue, enclosing the sheet unfolded; and Westminster, a folded sheet of the English type. Crane's Kid Finish Naturel also affords a handsome background for the bride's monogram or address for her new house stationery.

MADE IN DALTON, MASS.



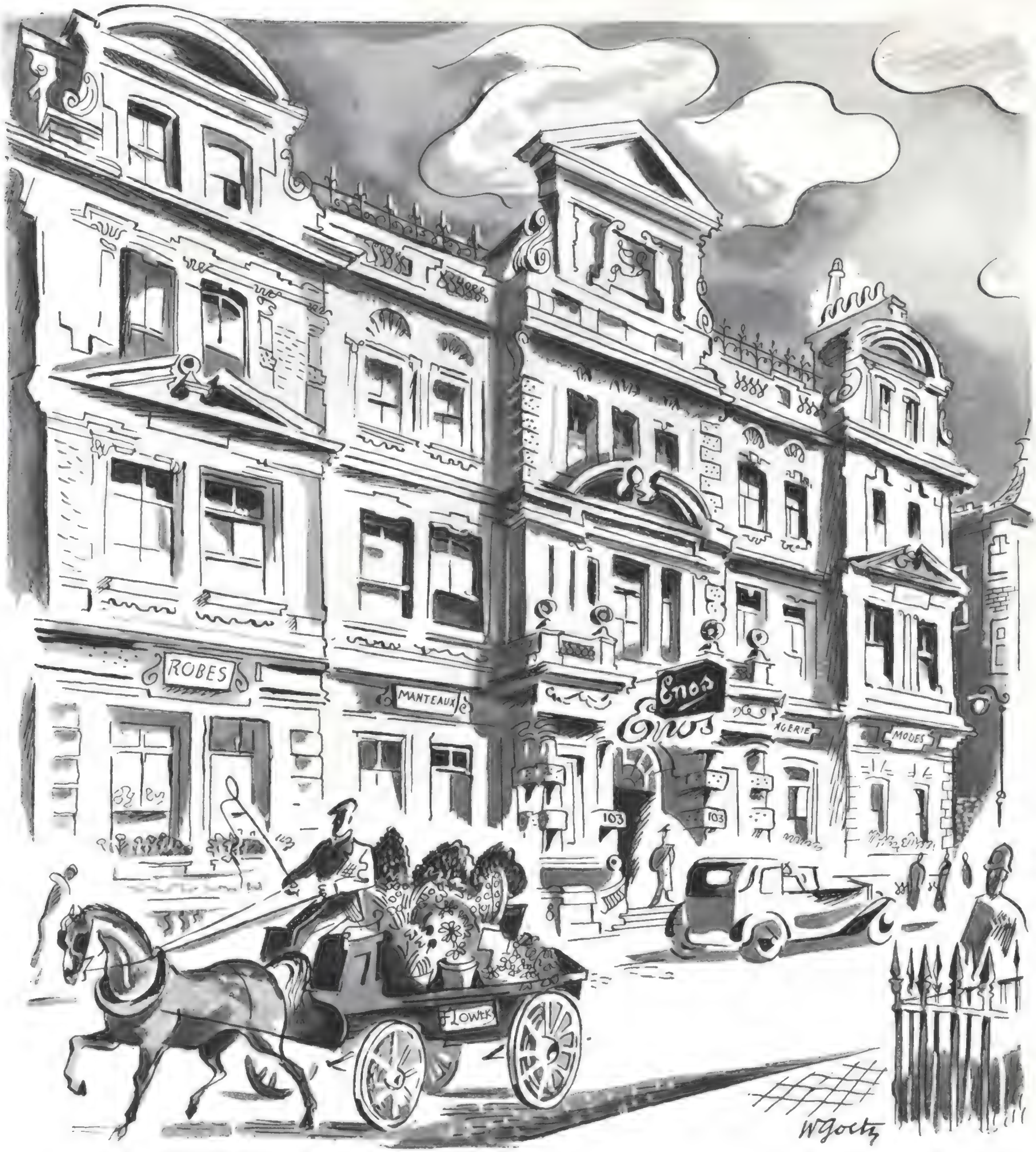
Crane's Fine Papers



The King's Jubilee

ANY spring is memorable, but this spring is more exciting, more sentimental. more memorable than any other. From duchess to shop-girl, the British are celebrating the Silver Jubilee of the coronation of His Majesty King George V. To introduce this portfolio of representative British advertisers, we show Paul Maze's cover, which appears on the May 1 issue of British Vogue in full array of brilliant colour.





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Illustrated above is an exclusive model in pure white Russian Ermine designed by Bradleys for Their Majesties' Courts. Bradleys are experts on all questions of ceremonial attire.

Illustrated left is one of the Bradley Salons which are designed in the Louis Seize period, providing a beautiful setting for beautiful furs.

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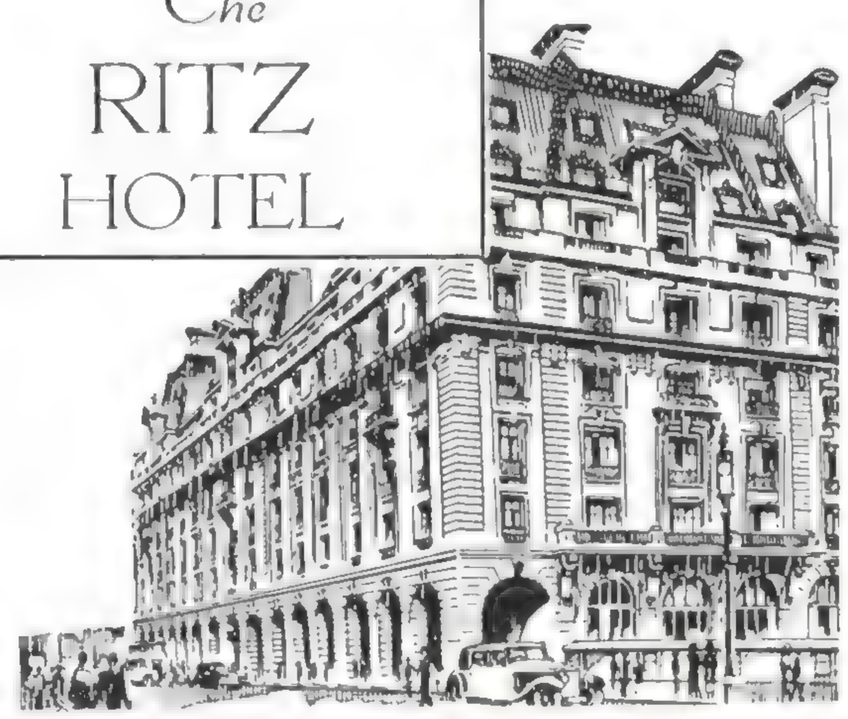


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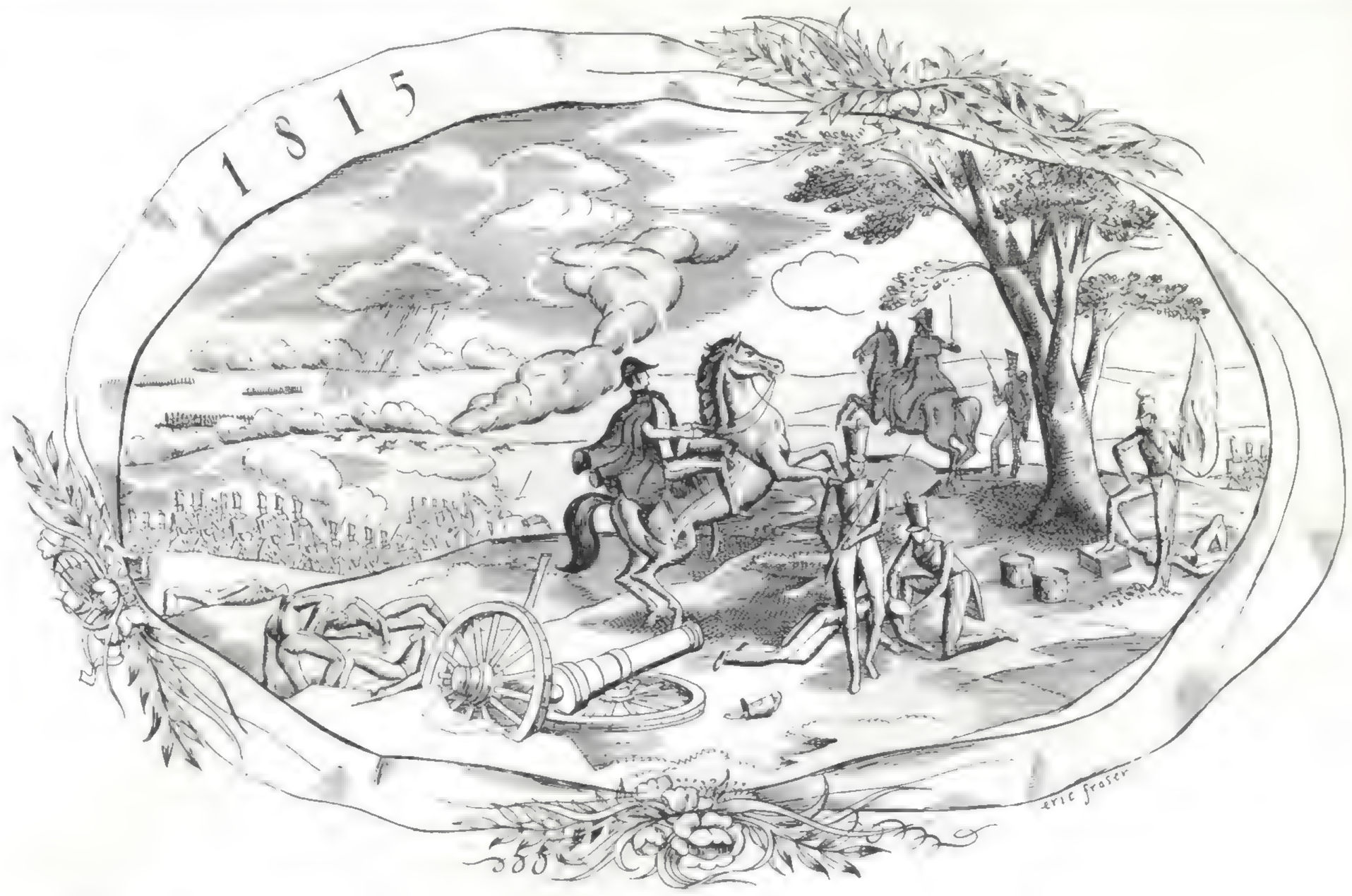
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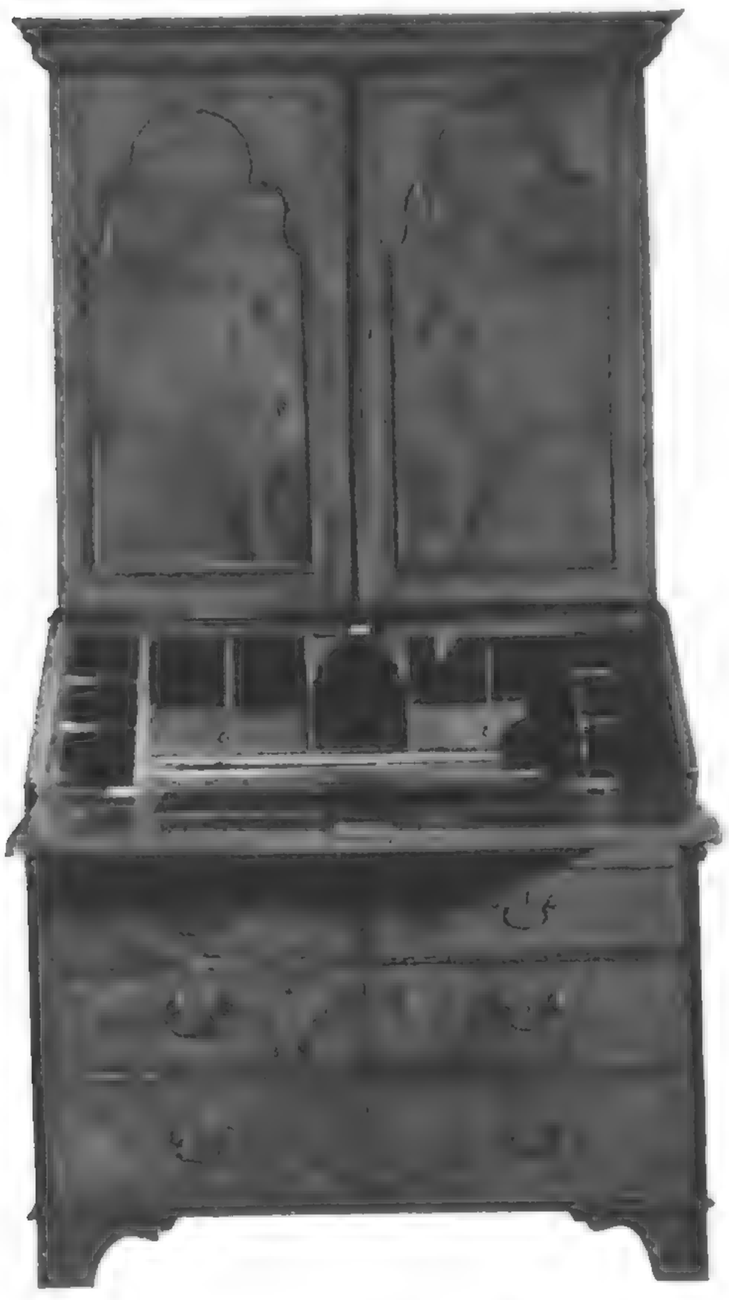
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Fashions for MENUS

by JOSEPHINE GIBSON



AN EAR to the ground and an eye to the tables of bright young brides who entertain reveal an artful lack of fuss and tethers in the trend of menu modes.

Informality is rearing its pretty head in the planning of luncheons and suppers. The advancing art of the sandwich enters a new high phase. Sandwiches are fabricated on the spot, of bread or toast—with cheeses, cold meats and delightful ready fillers such as Heinz sandwich spread, Heinz peanut butter and Heinz India relish. Unique but delicious blended flavors in sandwiches are yielded through bold experiments in combining ingredients.

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And, displacing coffee is a large tureen of steaming hot Heinz consommé, another of the *57 Varieties*—an ideal hot complement to the otherwise cold repast, and one that all will welcome.



VOGUE

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APRIL 15, 1935

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HUENÉ

BERGDORF GOODMAN HAS THE POKE-BONNET VEIL THAT IS SCHIAPARELLI'S FRESH THOUGHT FOR THE BRIDE ON THE COVER OF THIS ISSUE. EXACTLY LIKE A POKE-BONNET IS THIS HEAD-DRESS, WITH LAYERS AND LAYERS OF TULLE FORMING THE BONNET BRIM, UNDERNEATH WHICH IS TUCKED A ROW OF ORANGE-BLOSSOMS. LITTLE ROUND BUDS OF ORANGE-BLOSSOMS ARE USED FOR A NECKLACE AND BUTTONS ON SCHIAPARELLI'S BRIDAL GOWN OF WHITE SATIN. THE OLD-FASHIONED BOUQUET IS OF CARNATIONS

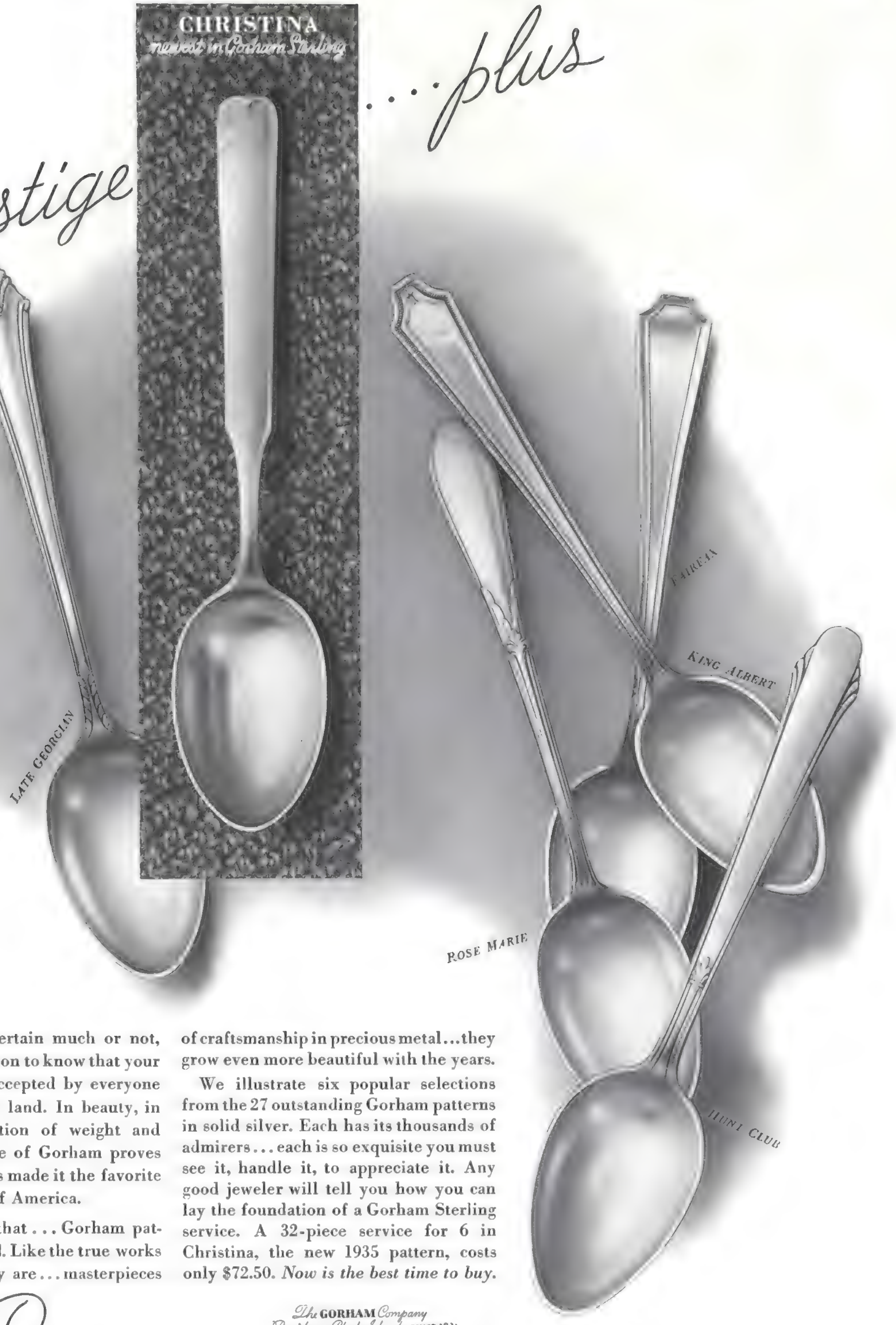
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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH

ALISON SETTLE-EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE

EDNA WOOLMAN CHASE - EDITOR-IN-CHIEF OF THE THREE VOGUES

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VOGUE'S-EYE VIEW OF ENGLAND

HERE you have the two extremes of the British temperament: complete formality; utter casualness. There is nothing more rigidly patterned than British tradition born of long history; nothing less conventional than the Briton who deliberately throws convention away.

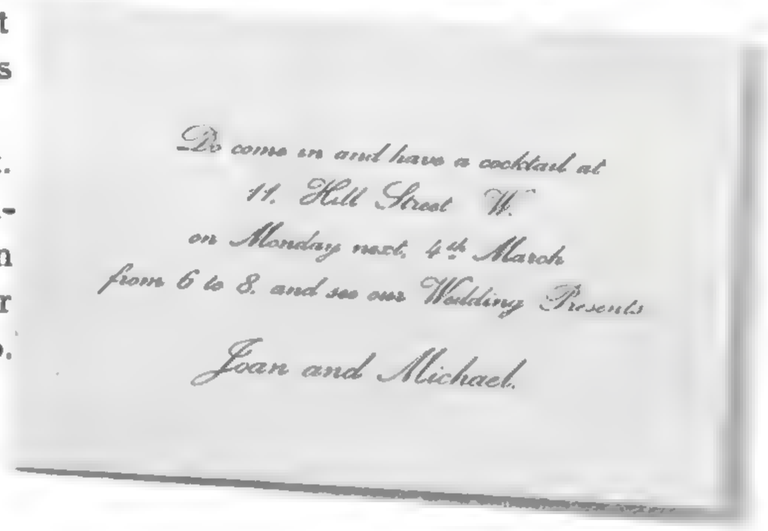
On the one hand, gilt coaches and guards with ramrods up their backs. On the other, an invitation to see their wedding presents, signed "Joan and Michael." (Sir Michael Duff and Joan Marjoribanks were married in March.) On the one hand, Mass Jubilee. On the other, the complete freedom of the individual.

The meaning of this is assurance. The British are sure of themselves. So sure of their background that they can afford to dismiss it (try to drag his ancestry out of a well-bred Englishman); so sure of their carriage that they can afford to slop around all day in assorted tweeds and old felt hats.

They have learned to have more pride in themselves than in their accessories. Nowhere is this more applicable than in the world of fashion. They know that to be too conscious of one's clothes is to be unsure of oneself.

Conversely, when the British do celebrate, they go the whole hog. They are not ashamed of being conventional, ceremonious, "dressed up." An aristocratic Englishwoman accepts her diamond-tiara and cloth-of-gold evenings with the same calm assurance that she wears her tweeds. She wears them not because they're smart, but because they're right. And because she herself is right in them.

That may seem like arrogance, but it is not. It's the very basis of self-respect. And, paradoxically, it's the result of respecting a tradition even more than oneself. Perhaps the Silver Jubilee will prove the wisdom of this credo.





Lady Warrender steps into the London night



ROYALTY, reverence, revelry. These hold the English day. For it is the Silver Jubilee of good King George who, with his Queen Mary, has reigned for twenty-five years over the British Empire. Twenty-five of the most troublous years England and the world have ever seen; and out of which this tiny and mighty island has emerged soberly, but with tangible glory. For this emergence, the Jubilee stands as a sort of Thanksgiving. And Britain means to make the most of it.

In their ordinary lives, the English may appear sedate, unimaginative, almost drab. But just as they wear old tweeds in the daytime only to blossom out at night into the most festive and formal attire, so do they pour their entire colour and passion into those occasions that celebrate the tradition of their country. There is no pageantry more brilliant than the British pageantry; no pomp more moving in its dignity. It is not merely the colourful and puppet-like display of a nation's customs; it is the last stand of a genuine and unashamed aristocracy. It is a beacon of romance in the grey proletarian wasteland.

The splendour of this pageant will defy description. You must see for yourself the rumbling royal coach with the Sovereigns nodding inside, the Indian princes flashing light from their jewels, the scarlet soldiers, the gold-braided, high-nosed diplomats, the raw-kneed Highlanders in kilts, the ladies in tiaras, and the courtiers suave in satin breeches.

Not since the coronation of King George in 1911 will so many high personages, British and foreign, be on English soil. Royalty, statesmen, generals, admirals, officials in all the branches of government. Sixty princes will sail from India in chartered liners, many bringing their own suites and their own food supplies—very Arabian nights.

The official opening of Their Majesties' Silver Jubilee will take place on Monday, May 6, when, with clocklike precision at 11:30 in the morning, the King and Queen will start in royal state, followed by all the members of the Royal family, on their proud procession through the streets of London to attend the thanksgiving service at Saint Paul's Cathedral. This alone will be one of the greatest, most impressive sights seen in England in our time.

That night, beacon fires will burn on every hilltop in England, irradiating the sky. (Boy Scouts will keep them burning until dawn.) London itself will be bathed in light. The government buildings, the great monuments, Saint Paul's Cathedral will be flood-lighted. From the Thames, long-reaching fingers of light from destroyers will cut through the night mist. Hundreds of airplanes will roar over the city from the four corners of the compass, their bodies silvered in the rays of two thousand search-lights meeting over the heart of London.

On Thursday, May 9, again precisely at 11:30, the King and Queen will drive in state to Westminster Hall, where they will receive addresses from both Houses of Parliament. And that night, there's a State Dinner at Buckingham Palace. (At these state functions, Queen Mary wears her Kohinoor diamond and the ribbon of the Garter, which she is the only woman to possess.)

For reasons of clarity, we shall continue in calendar form:

May 9: The Military Tournament starts. (It goes on until May 25.) At Olympia.

May 10: There will probably be a River Pageant—a spectacular procession from Greenwich to Chelsea.

May 11: Their Majesties will drive in state to North London. There will be four state drives from the Palace to the four ends of London, so that, during the Jubilee, the entire population of London will have a chance to see the King and Queen without moving from the radius of their hearths.

Sunday, May 12: There will be services for the King in all London churches, conducted with great pomp.

May 14: Another state dinner, held at Buckingham.

May 22: Another popular appearance of Royalty, when the King and Queen will be guests of the Lord Mayor and Corporation of the City of London at a ball at the Guildhall.

The Queen will drive to the west of London.

The Chelsea Flower Show opens: the greatest "gardening event" of the year. The private view before

(Opposite page) If you went out one of these festive London nights and all your visual impressions of that night were crowded into one small area, this is what you'd see: a dizzy photomontage of Trafalgar lions, Thames Embankment, Haymarket Theatre, Bond Street in bunting, white ties, footmen in livery, tiaras, Bovril, top-hats, and mass jubilation—not to speak of dazed Americans like yourself

midday on the first of the three days shows you a cross-section of "county" England. Gardening is the newest fashion, too—ever since the Prince of Wales and his brother, the Duke of York, took it very seriously. The show is open till May 24.

May 28: There is a Pageant of England at Langley Park, near Windsor—the biggest ever given in Britain, with six thousand performers tracing the glories of old England.



May 29: The Tower of London Pageant, soaked in historic "atmosphere."

June 3: The King's birthday will be celebrated with that great show of the Trooping of the Colours on the Horse Guards' Parade in front of Whitehall. This magnificent display of martial colour and precision is only seen on His Majesty's birthday.

June 3: Derby Ball, at Grosvenor House, for the benefit of the Royal Northern Hospital.

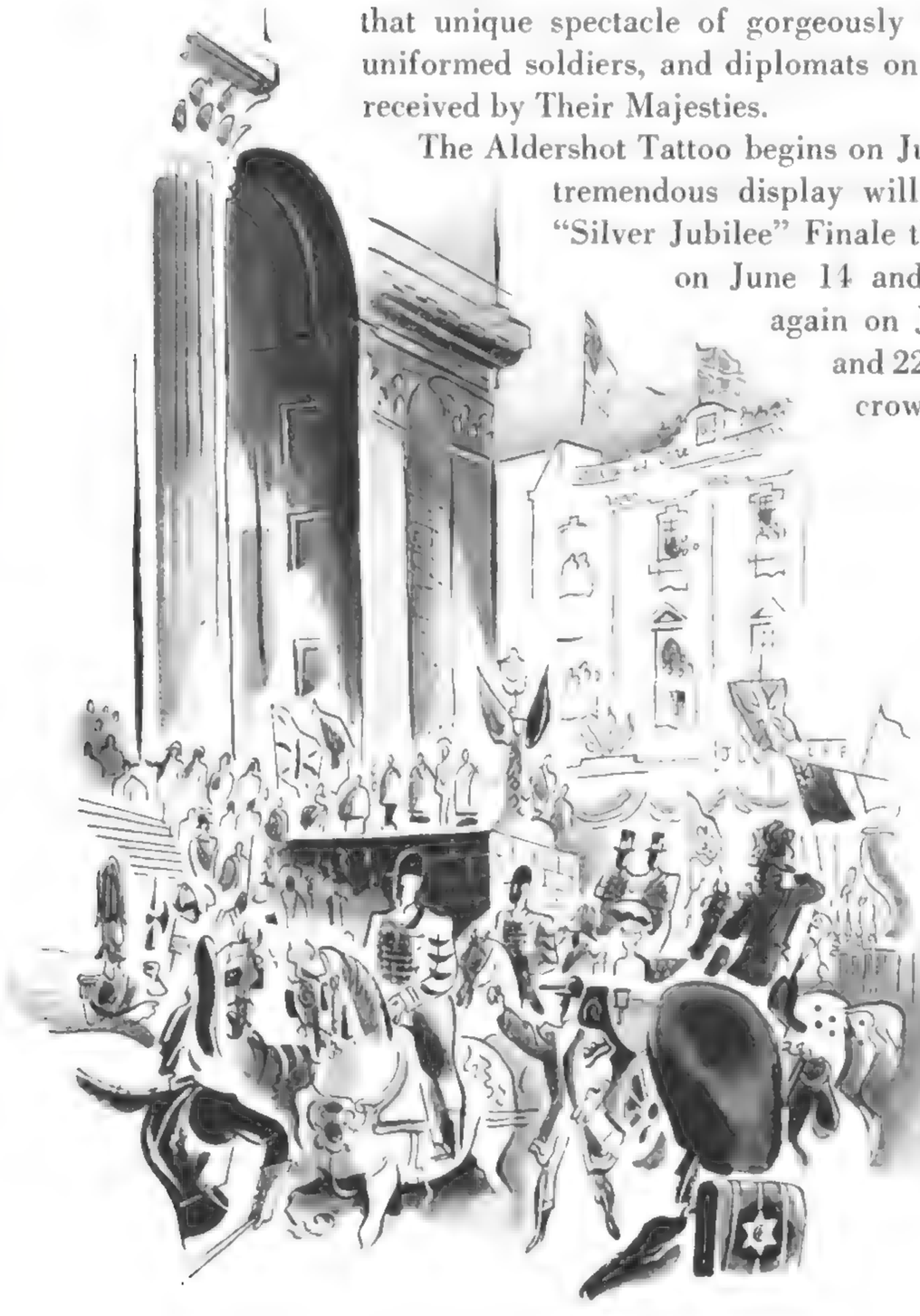
June 5: The "Derby" at Epsom, most famous of all horse-races, and most democratic of all occasions.

June 6: The Silver Horseshoe Ball.

June 13; and for three days, the Royal Horse Show at Richmond, near London.

On that evening, there will be a second ball at Buckingham Palace, and again the Mall will present that unique spectacle of gorgeously dressed women, uniformed soldiers, and diplomats on their way to be received by Their Majesties.

The Aldershot Tattoo begins on June 13, too. This tremendous display will have a special "Silver Jubilee" Finale this year. It goes on June 14 and 15 again, and again on June 18, 19, 20, and 22. And it's always crowded.



June 15; There is an Empire Service at the most famous of all English Cathedrals, Canterbury. (The historic Red Lion at Canterbury is a good inn to stay at.) Also the Fountains dating from 1029 A.D. Neither comply with modern American standards—but must you always have them?

June 17: The Motor Cycle Tourist Trophy Race round the Isle of Man. Wildly exciting, and worth going to see if you're thereabouts.

June 18—and going on until June 21—Ascot. Special high spots are Royal Hunt Cup Day, June 19, and Gold Cup Day, June 20. Ask your Ambassador about Enclosure tickets. The supply is rigidly limited, and you can have plenty of fun in other places.

June 20: The International Horse Show at Olympia, London. Goes on for nine days and is well worth seeing.

June 24: Wimbledon Tennis Championships, going on until July 9. See about tickets immediately.

June 25: Débutantes' Ball at the Dorchester.

June 26: Royal Courts.

Remember that after Courts, and other official functions, guests go to the Berkeley and Savoy and the Park Lane to prearranged parties so that every one may see them in their finery.

June 29: The Royal Air Force Pageant and a crick in the neck at Hendon. Easy to get to—and thrilling.

The same day, England will be playing South Africa at cricket at Lords. Americans will go to study the English character in its most typical and amusing aspects. Cricket is its best revelation.

July 3 until July 6: The Royal Regatta at Henley on the Thames—the best side-light on English water "sports" and river life.





You don't know England if you don't know punting. Aside from the actual regattas, nothing is more soothingly picturesque than one of those flat-bottomed boats being propelled by a lanky young Englishman while his inamorata leans languidly against the cushions in the prow.

July 6, Saturday: The King will review the Air Force at Mildenhall and Duxford near London; and, as usual, arrangements will be made for the great crowds to go down in private trains. But you might hire an automobile or fly there: you'll see England unspoilt en route.

July 8: More cricket at Lords—Oxford vs. Cambridge—a great English classic.

July 8, and the next three days: the crack rifle shots of the Empire meet at Bisley, New London, and compare their eyesight.

July 12: Eton and Harrow cricket match at Lords, another classic.

July 14: His Majesty reviews his Army at Aldershot. If you want more than the Tattoo, go.

July 15 until July 20: A very fine pageant at Powderham Castle, Exeter. Worth seeing Devon and worth visiting Exeter.

July 16: The King reviews his Navy at Spithead. If you see this magnificent sight, you'll be in the Southsea and Cowes district, where there's much to do and see and no end of dash.

July 20: The King will inspect the Police in Hyde Park.

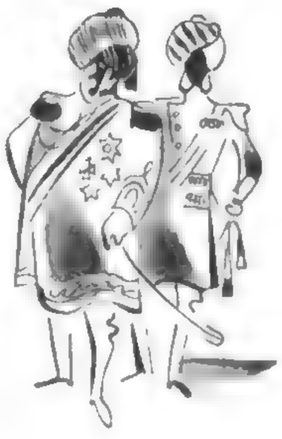
July 25: The King and Queen will have their annual garden-party at Buckingham Palace. (See your Embassy about this.)

July 29: The Malvern Dramatic Festival starts and goes on until August 24. You will probably stay at the Abbey, or the County Hotel.

July 30: Best of all race-meetings, Goodwood (in Sussex, and goes on until August 2).

Also during the month of July, there will be a great *concours d'élégance* of motor-cars in Hyde Park, which promises to be the most complete pageant of this kind ever seen. English cars can be extremely handsome.

But perhaps the loveliest sight in July will be the river pageant. A flotilla of destroyers will sail up the Thames to the Pool of London to salute the King, who will, for the first time, sail down the river in the royal barge. The vessel is the oldest afloat in England, having been launched in 1687. It is manned by eight oarsmen in scarlet, blue, and gold liveries. The King will again use this barge on Ascot Sunday, travelling from Windsor Castle to Maidenhead. Accompanying both of these expeditions will be a fleet of strange ships of all ages, both the originals and replicas made from documents in the naval archives.

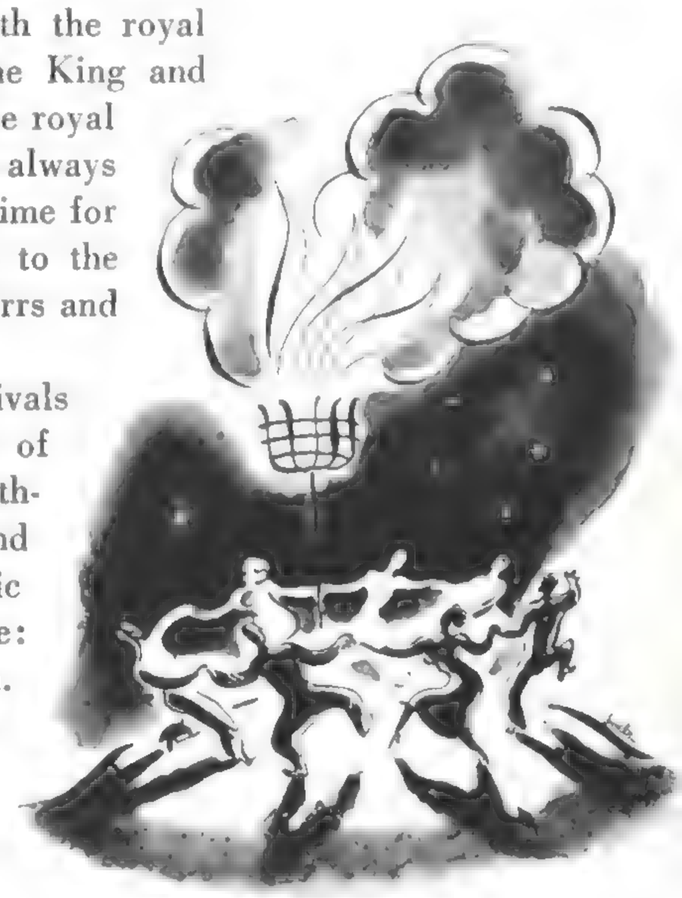


August 3: The start of Cowes week. Every yacht in England will be in commission for this memorable year. Plan carefully, as there are lots of "do's" and "don'ts" connected with Cowes—especially about clothes.

August 5 to August 10: The Welsh National at Eisteddfod—a singing festival of Welsh choirs.

The Jubilee celebration will end with the royal visit in August to Edinburgh, when the King and Queen will be en route for Balmoral—the royal Scottish residence where Their Majesties always spend the early autumn. Autumn is the time for all good Britons to follow suit and go to the moors of Scotland, where the grouse whirrs and the clans meet and the season ends.

And so this most magnificent of festivals will come to a close—a superb gesture of triumph and tradition in the face of gathering war-clouds, universal struggle, and the onrush of destructive and nihilistic hordes. Perhaps it is more than a gesture: perhaps it is a sign of return to reason. But, whatever it is, it will bring beauty and reverence and formality to a world vitally in need of all three qualities.





LADY JERSEY HORST



MARCHIONESS OF DUFFERIN AND AVA HUENE



CECIL BEATON

Crowning Glories

THIS particular tiara-wave started with modest bandeaux—pieces of costume jewellery worn for fun. Now, the full magnificence of tiaras is upon us, heightening the drama of London nights.

Tiaras are tricky things. Perhaps no other single item of dress shows up innate breeding (or lack of it) more. They accentuate commonness (remember two years ago when every frazzle-haired chippy wore one at night?); and they exalt distinction. From long association, they have grown to be symbols of superiority and aristocracy; and only women who have in them the instincts of aristocrats (the blood is not necessary) should venture them.

• The Countess of Jersey, in the first photograph above, wears an exquisite coronet of diamonds, which separates to form brooches and other smaller pieces of jewellery. It is made of diamond-studded flowers, and with it she wears a necklace and pendant cross, both made of enormous diamonds. This white blaze is vastly effective with her simple black velvet Molyneux gown.

• The second photograph above shows the blond and wide-eyed Marchioness of Dufferin and Ava, calm under the icy perfection of her white-diamond tiara—a flawless complement to the frost and snow of her dress in white-and-silver moire. The silver-tipped feathers are not, as you might think, a fan, but are fastened to the corsage of her dress with an opulent diamond brooch.

• Mrs. Siegfried Sassoon, wife of the well-known author, is shown in the big photograph wearing an extremely graceful—and delicately regal—tiara of diamonds that sits lightly on her thick hair and sets off the silver grey of her gown.

• Another delicately wrought diamond tiara crowns Lady Weymouth's dark head (at the right), accentuating the quiet clarity of her profile. The deep décolletage of her black velvet gown from Norman Hartnell is bordered, with consistent regality, with ermine.

There is no doubt that the Silver Jubilee this spring will bring out all the tiaras in the Empire, making London festivities doubly brilliant.



MRS. SIEGFRIED SASSOON

GEORGE MILES

VISCOUNTESS WEYMOUTH



WORTH (HATTIE CARNEGIE; I. MAGNIN) • PATOU (MILGRIM)

HORST, PARIS



MARCEL ROCHAS (BERGDORF GOODMAN; RANSOHOFFS)

PRINTS

AND PEACOCKS

Neither Nature nor the horticulturists produce anything so big or so brilliant as the flowers that riot over the new evening dresses. To wit—the giant burgundy and brown roses sprinkled over the yellow taffeta evening dress shown farthest left on the opposite page. The skirt spreads out like a flower, and—though you can't see it—a great handful of roses blossoms on the chest

Violently vivid is the silk crêpe of the dress shown second on the opposite page, with its tangle of mauve, violet, green, and white blossoms. The dress is very slinky through the body, but floats into a graceful mile-long train that swirls flatteringly around the feet of the wearer. The pearls and diamonds worn by the lady and her companion are from Van Cleef and Arpels in Paris

Like peacocks, Marcel Rochas' evening skirts lift high above the ankles in front and sweep arrogantly along the floor in back. (Remember—Rochas prophesied in October that he would go on with this line.) The dress shown on this page is of red-and-white printed silk taffeta with a scalloped overskirt cut up to the waist in front, over a shorter underskirt. Boucheron diamonds

ENGLISH COUNTRY

BY JOHN BETJEMANN



BOSTON "STUMP"



SOUTH KYME

FOR those who follow the main roads and, worse still, for those who follow all but the most detailed guide-books, a visit to England is apt to turn out disappointingly. With sheep-like stupidity, tourists travel down the chief highways. To the right and to the left of them are telegraph wires, pylons, sham-Tudor "road-houses," noisome bungalows, garish hotels, tin signs, hoardings, and all the litter that is sometimes mistaken for signs of civilization. These same tourists go in hordes to provincial towns, where they gape at what are purported to be birthplaces of the famous, buy picture postcards, and then are swindled by some greasy bounder into buying an "antique." Allow me to say that many of the antiques that you find in tourist centres are quite valueless. They are almost certain to have been manufactured in Birmingham not longer than a year ago.

If you really want to see England—or rather what is left of it—buy an Ordnance Survey Map, obtainable from any bookseller, and look for any districts contraversed by main roads. I would not even advise travelling by car. The most unspoiled bits of country are seen now from the railway. Once Reading is passed, the Great Western Main Line opens up an unending vista of beauty. The London and North Eastern, from Liverpool Street, is also an interesting train journey. Bungaloid "development" has not occurred along the railway lines as it has along the main roads.

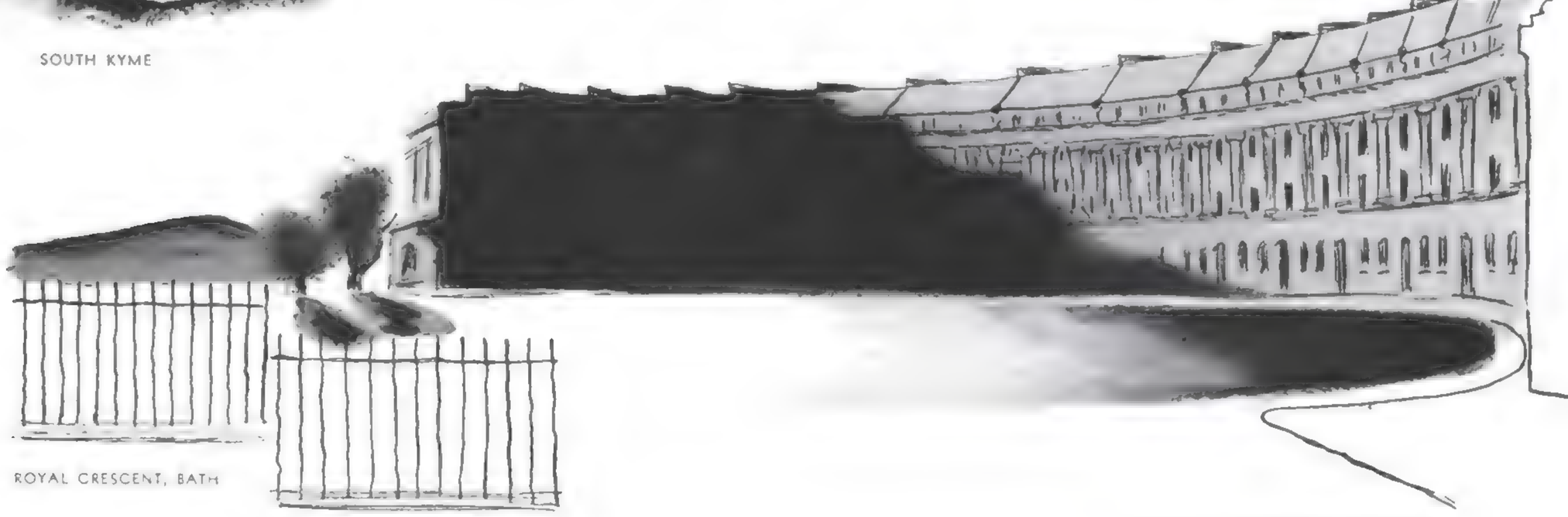
In fact, before I take you into England, I give you here a list of *don'ts*. There is a common saying among sharp English tradespeople who spend their lives battening on other people's innocence. That saying is, "Oh, we can always sell it to Americans," or "The Americans will be taken in." So the first don't on my list is—Don't be taken in. Then, here are the others.

Don't be spoofed by being told that Dr. Johnson visited "Ye Olde Cheshire Cheese" in Fleet Street. There is no evidence that he ever went there. A similar Dr. Johnson hoax exists at a tobacconist's near-by, where you are shown a barrel on which Dr. Johnson is said to have sat when he bought tobacco. It is well known that Dr. Johnson never smoked. Be wary of references to Dickens in and about London. The Old Curiosity Shop in Portsmouth Street is just an old shop. It is not necessarily the one mentioned by Dickens.

Don't think that every beam you see stuck on to a house is old. Ninety-nine per cent. of the beams in England are post-War. Likewise, don't enter a place, shop, public house, or hotel which calls itself "Ye Olde" anything. It is absolutely certain to be quite new. Remember that except in Cheshire and a very few other districts, any ricketiness was despised by mediaeval people, while they very much disliked exposing "beams" and generally covered them with plaster or wash.

Don't look only at the "old" things. The stately late Georgian terraces around Regent's Park in London are infinitely more worth seeing than the squalid little "old houses" in Staple Inn, Holborn. Wren's churches in the city are all more beautiful than those which survived the fire (except Saint Bartholomew's-the-Great). Greenwich Hospital is one of the finest buildings in Europe. Yet for every one person who visits it, at least a hundred go to see the Tower of London.

Don't go to the smartest-looking hotel in a country town. The food will not necessarily be good. Go to one of the more decayed-looking buildings. If it has the words "Family and Commercial" outside,



ROYAL CRESCENT, BATH

SKETCHES BY MCKNIGHT KAUFFER



WILTSHIRE DOWNS

you may be sure that the food, though plain, will be adequate, because commercial travellers who frequent these places are very particular.

Don't go to all the recognized "beauty spots." Most of them have been disfigured by tea-houses and paper lying about. And anyhow, they will be overrun with motor-cars.

And now, after this brief warning, I will introduce to you three districts, chosen because each is entirely different from the others. They might hardly be on the same planet, and yet they are each characteristic of three sorts of English country—the best sort of town scenery; the downland country; the flat marshland country.

BATH: I should advise every one visiting England to see Bath, even before he goes to London. I have seen Venice, Florence, Paris, the towns along the Rhine, the towns of rural France, but I have never seen anything to equal Bath for beauty.

Like all English scenery, it does not strike you at once. Its beauty grows on you. Let me suppose that you come into Bath out of rolling Wiltshire, into the small steep hills of Somerset, from the London side. You will enter a district of stately, grey stone terraces called Kensington, then you will come to the centre of the town and Milsom Street (now utterly spoiled by vulgar shop fronts that have destroyed its proportions). Make for the Abbey. But do not, unless you have plenty of time, bother to go in. It has been mucked about by the Victorians. The monuments which cover the walls so that they look like the filled pages of a stamp album are the most interesting things in the Abbey. Here, you can read the names and the flourishing praises of the famous cits and wits, countesses and clergymen, generals and men of letters who came to Bath when Beau Nash ruled the Assembly in the eighteenth century. And in those cobbled hills that climb up out of the town, you may see some grey old lady or dyspeptic colonel being hauled in a bath chair from the Pump Room to his home in one of the crescents overlooking the valley. These old, dying people are the last human relics of eighteenth-century Bath.

The Pump Room just beside the Abbey is worth seeing. But do not be inveigled into looking at the original Roman Bath. It is astonishingly uninteresting, a mere collection of broken stones amid rather dirty water. Instead of remaining in the valley, climb up to the hills. Look first at Queen Square. Then look at the Circus, with its mighty planetrees. Notice the carving over the doors of each house. Turn down Brock Street from the Circus, past the discreet chemist's shop, and in a minute you will see the most beautiful piece of town planning in the world—the Royal Crescent.

Jog on over the cobbles, over the Crescent, to the opposite end, and then climb the hill to Lansdowne Crescent. This is later than the Royal Crescent and in my opinion just as lovely, though plainer. Notice the ironwork before the quiet houses. Notice the great, sweeping curves, and then, if you are very lucky, perhaps an evening light is falling on the town below you. There in the foreground is the little Lansdowne Chapel, in Chippendale Gothic, its pinnacles pricking the soft sky. Right in the midst of the valley, the Abbey towers up amid some pretty hideous (Continued on page 146)



GEDNEY CHURCH



THE BEACON AT BOSTON



JUBILEE DRESS DESIGNED BY VICTOR STIEBEL, IMPORTED BY ALTMAN

Personal Pageant

BY THE COUNTESS OF OXFORD AND ASQUITH



THEIR MAJESTIES IN 1911

I HAVE been one of the lucky women who have had an interesting life. Not from any merit of my own, or even from great natural advantages. I was not conspicuously good-looking: I knew hardly any one in London when I made my début. My father was rich, but money seldom attracts people of interest. He had abounding vitality, was full of taste and intelligence, and a man of infinite kindness and generosity. From my earliest age, I had an ardent desire to know every one of interest and character, and my mother, sisters, and brothers combined so many different qualities of goodness and originality that I had ample opportunity of studying human nature. I was born with sufficient enterprise, affection, and observation to discern, even among the young, those who were likely to become prominent, and there was not a member of "The Souls"—the name given to me and my friends—who did not earn world-wide reputations.



QUEEN MARY IN 1935

There is no social circle of the same kind to-day, because prominent political opponents, who had seldom spoken to one another, met in our house. This was an innovation which was almost as good as a scandal and was what first brought "The Souls" into fame. To-day, you will meet every kind of person in the highest society. Members of the Socialist party will go to tea with duchesses, and on the Terrace of the House of Commons, you will see cricketers, doctors, actors, authors, Mr. Charlie Chaplin, or Mr. Ely Culbertson talking to Labour Members, Princes, or the Prime Minister. I do not think the same can be said of society in any other European capital: it is one of the notable changes of the last twenty-five years.



LADY DECIES AS A BRIDE

From the habit of keeping a diary, my memory for events and conversations was developed, and I can recall almost every occasion when I first met men of fame—Mr. Gladstone, Lord Rosebery, Lord Salisbury, Sir Edward Grey, Lord Kitchener, Tennyson, Browning, Jowett (the great Master of Balliol), Woodrow Wilson, and Clemenceau, down to the present President Roosevelt and Mussolini. These names may be of little interest to my readers, and this is not the place to discuss them, but if you have been the wife of a Prime Minister who was nearly ten years in Downing Street, you can hardly avoid knowing every one of prominence, unless you are very stupid. It is because of this knowledge of people and events that I have been asked to write upon the changes I have seen since our King came to the throne.



LADY RIPON

It seems only yesterday that I spoke to King George for the first time. My father had given me a diamond brooch in honour of my début and my presentation to Queen Victoria. Presentations at Court in those days were very different from those which succeeded them. Queen Victoria received débutantes before lunch, in brilliant daylight, in one of the Palace drawing-rooms. She sat, dressed in grey satin, on a dais surrounded by all the



LADY RIBBLESDALE (THEN MRS. ASTOR)

OPPOSITE PAGE: Extremely Gibson-Girlish and mutton-choppy and withal intriguing is this dress designed by Victor Stiebel especially for the Jubilee Festivities in London. It's made of very heavy, stiff, rustly black taffeta. The jacket has a short flaring peplum, a military standing collar, and closes trimly and modestly with frogs. The skirt, as you can see, is very full and flaring. The accompanying hat is an irresistible black affair with a veil and a red rose tacked on right in the front



THE DUCHESS OF ROXBURGHE



MISS ALICE ASTOR (MRS. VON HOFMANNSTHAL)



MILDRED, COUNTESS OF GOSFORD



COUNTESS OF GRANARD

LADY WARD

members of the royal family, and you had to make sometimes as many as *eight* curtsies before retiring backwards—a difficult feat to accomplish with grace when you had to manipulate a long train.

I only saw Queen Victoria once after this, as I was ill when my husband (who was then Home Secretary) and I were commanded to Balmoral Castle. I talked to her at Marlborough House and was impressed that a woman of such small stature could dominate by her charm and dignity every one in the room. Shortly after this, her son—later King Edward—and his lovely Princess, took the Queen's place and presided at every royal function.

With the etiquette which regulates our Court, I was invited to the Palace ball and sat in a state of excitement next to my parents on the scarlet seats, surrounded by white débutantes. I was dazzled by the diamonds, decorations, uniforms, and Garters—no less than by the wonderful turbans, inscrutable faces, and magnificent jewels of the Indian Rajas. They stood like silent sentinels on the raised dais behind the royal family.

After the thrill of seeing our lovely Princess of Wales move down the polished boards of the Palace floor in the opening quadrille—like a beautiful ship putting out to sea—, I longed to leave the hard red seats and join the dancers. I did not want to remain like a mangle fixed to the wall. Fortunately for me, a young Liberal Member of Parliament who was in the House of Commons with my father asked me to dance with him. The only talents I can claim to have had were dancing and riding, and I was enchanted at dancing to a Strauss valse on the perfect floor of the Palace ballroom.

In the pressure of the crowd, my diamond brooch fell off my shoulder, and I was only aware of it when the music stopped. It had fallen off at King George's feet, and, with his habitual courtesy and observation, he picked it up and returned it to me. His Majesty has probably forgotten this incident, but for me it was an historical event. I little thought that this charming modest sailor prince would become the King of England.

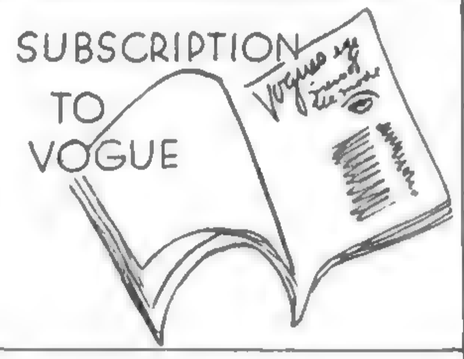
London society had worshipped its professional English beauties before my day (though I can remember seeing Mrs. Langtry riding down Rotten Row), but the charm and beauty of American women were first brought into prominence in the reign of King Edward and have remained in prominence ever since. Lady Astor, Lady Ribblesdale, Lady Cunard, and Lady Granard are still among our most hospitable hostesses. But they do not entertain on the magnificent scale as did Mrs. Whitelaw Reid and her daughter, or the lovely Consuelo Marlborough (now Madame Jacques Balsan) and the late Lord Curzon and his beautiful wife (Mary Leiter).

No young woman ever made such a sensation in London society as my friend Mary Leiter. Through my long and intimate friendship with her fiancé—George Curzon—, I asked the Duchess of Devonshire (the great leader of London society, whose husband, better known as Lord Hartington, was a Liberal of the highest importance) to invite Mary to her ball. After seeing her, she acquiesced. My brother—Lord Glenconner—and I stood at the top of the stairs and watched the Duke and Duchess, standing next to the Prince and Princess of Wales, receive their guests, and I well remember the impression made upon us when Mary Leiter walked up the marble staircase. She wore a white satin dress made by Worth, with a thick flounce of curled white ostrich feathers at the foot. Her dark hair was done in the beautiful (Continued on page 143)

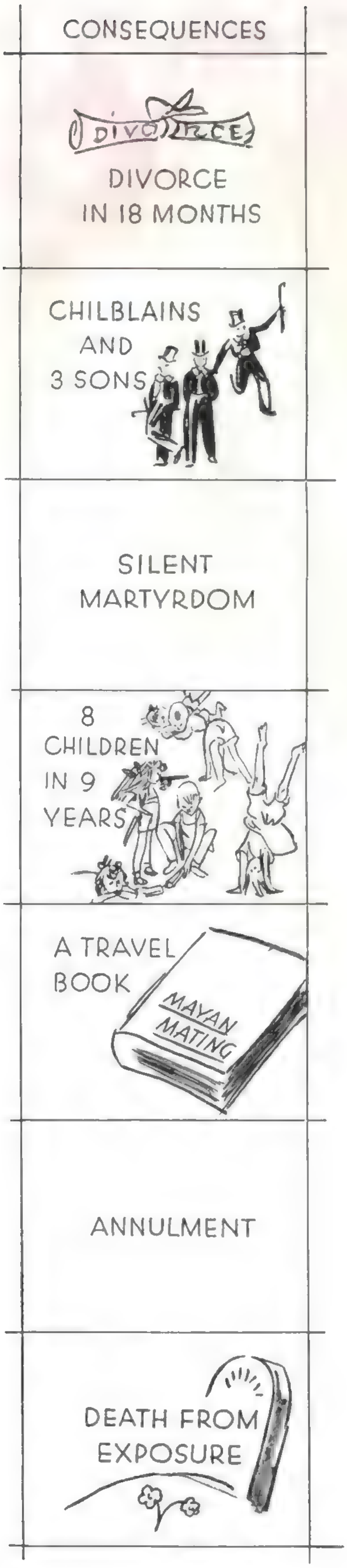


London's new restaurant, the San Marco, is drawn by Carl Erickson in the lovely colours that Oliver Messel gave it—pale pink (even the table-cloth), white and gold, and splashes of scarlet in the cushions. This is a gay, fantastic background for the smart world of Mayfair

San Marco in London

PRINCIPALS	PLACE OF MARRIAGE	PRESENTS	HONEYMOON	NEW HOME
FILTHY-RICH 	BIGGEST CHURCH IN TOWN	YACHT, THE HOPE DIAMOND, SILVER FILIGREE CANDLESTICKS	AROUND THE WORLD	HOUSES AT NEWPORT AND PALM BEACH APT. ON PARK AVE.
ENGLISH PEER AMERICAN HEIRESS 	WESTMINSTER ABBEY (of course)	FAMILY TIARA, 1 *inferior* GAINSBOROUGH, MANOR AT HERTS, SILV. FILIGR. CANDLEST.	ITALIAN RIVIERA	MANOR AT HERTS
POOR BUT PROUD 	LITTLE CHURCH AROUND THE CORNER	SET OF TROLLOPE, THAT 1 PIECE OF CHIPPENDALE IN THE FAMILY, SIL.FIL.CAN.	ONE NIGHT AT THE WALDORF	EAST 54th ST ALMOST IN THE RIVER
JUST POOR 		S.F.C	A TRIP TO NIAGARA ON HIS MOTOR-CYCLE 	3 ROOMS IN THE BRONX
CAREER MAN, CAREER GIRL 	JUSTICE OF THE PEACE	TYPEWRITER, DUFFEL BAG, 3 BAD PAINTINGS BY FRIENDS	CARAVAN TO MEXICO	3rd FLOOR BACK ON BANK STREET
COLLEGE BOY, COLLEGE GIRL 	PARLOUR OF A MINISTER NEAR NEW HAVEN 	NONE,-YET	POSTPONED	BACK AT RESPECTIVE COLLEGES
NATURE CULT-ISTS 	IN A FOREST UNDER THE SIGHT OF GOD	SUBSCRIPTION TO VOGUE 	SAME FOREST	NUDIST COLONY NEAR PEAPACK, N.J.

NATURE'S COURSE . . .



HE MARRIED AN ACTRESS

BY ROBERT LITTELL

THE husbands of actresses are born, not made. Successful ones, at any rate—and they are probably as rare as first-rate tight-rope dancers. Many men have tried it, but most of them have fallen off, emotionally if not actually into Reno, before they reached the end.

I rule out, of course, those husbands of actresses who are themselves stage people and share with their wives that endlessly repeated pattern of Broadway gossip, idleness, rehearsal, first nights, and profound inattention to the rest of the great round world, which is the life of those who are slaves of the theatre. I am speaking only of those husbands of actresses who are known, at stage doors and to managers' 'phone girls, as Miss So-and-So's husband. And I am thinking chiefly of one of them, the continued preservation of whose balance on the most precarious of all matrimonial tight-ropes makes him, perhaps, unique, and therefore worth telling about.

Let me call him Wilbur—because it is an appropriately unromantic name — and her, Desirée—because it has those romantic connotations which caused her, very early in her career, to abandon the honest Maggie she received at the baptismal font. Maggie—I mean Desirée—is not one of these actresses out of the sort of fiction that is continued on page 79 in columns parallel with the advertisements for vacuum cleaners and automobile bodies, she is not a prima donna, she does not slap managers, break up homes, launch new styles, or in any even figurative way allow her footgear to become a receptacle for her admirers' champagne. She is, compared with all such pictures of a star, an ambitious, sensible, hard-working girl, and not yet as bright a star as she would like to be, or some day will be. But she does shine—such light is hard on husband's eyes—, and she is an actress—a life the attempt to share which mows husbands down like grain.

As for Wilbur, he is a certified public accountant.

I often wonder whether, could he turn the clock back now, could he then have foreseen what kind of a life theirs was going to be, he would have married her at all. One usually, under any circumstances, marries much more than a wife: her relations, her past, her traditions. And if one marries an actress, one marries not only her, but the whole theatrical world, as well: one's relations are not merely more or less sympathetic "in-laws," but leading men, authors, producers, stage-managers, scene designers. The theatre has a violent undertow. It requires superhuman strength to swim even on the edge of it and not be sucked far out to sea.

In their first year together, Wilbur was very nearly drowned by the theatre. He was temporarily out of a job. Desirée was, on the other hand, very busy and played four parts in one season. Having no particular life of his own, he attached himself to hers, much more because he was fond of her and suspected that eventually his work (when he got a job) would make him drift away from her than because of any fascination for grease-paint and footlights. Not that he was idle—he had time to sharpen and improve his mind. If one dropped in on them in those days, one would find her sitting in one corner of the room half audibly studying her part, and him in another corner wrapping his accurate, balanced brain about the higher refinements of depreciation and current assets.

But aside from these few quiet moments, he was the faithful, uncomplaining tail of the comet. He sat at the hair-dresser's and cued her while hot irons did strange things to her hair. He hid in the back rows of cold, empty theatres and watched the slow prenatal pangs of rehearsal. He was the man who opened and passed the gin at those half-hysterical post-mortems in hotel bedrooms on out-of-town tryouts. He was the man who was sent out to get sandwiches. Stage-managers would yell "hey, husband" at him. It was he who got up early to get the reviews, suppressing those papers which were not so flattering to her as they should have been. And at one point, because of some one's influenza, or a snow-storm, he found himself in a (Continued on page 110)



BRUEHL-BOURGES PHOTOS



CONDÉ NAST ENGRAVINGS

WE DON'T indorse window-breaking, but we do think that any bride has the right—nay, duty—to break into this particular show-window and abscond with any or all of the treasures in it. For there is everything here to make her proud of building a home: everything from the big flat silver trays in the back that add such dignity to a sideboard or such effulgence to hors-d'œuvres, to the little ash-trays in the front that can just as gaily offer nuts or candy; and the deeper dishes and bowls that suggest the holding of fruit, vegetables, bread, or a ragout. For, next to the distinction of their design, these gifts are notable for their versatility. Whether they are reproductions of antique patterns or the newest of modern designs, they were created for use, as well as for beauty. All of them will be as good in fifty years as they are now. The window arrangement was made by Mr. William Bayard Okie, junior. On pages 122 and 123, the gifts are described, and you may read where they can be purchased

Happy is the bride that silver shines on

BRIDAL IN GAUZE

• The spring bride floats to the altar in a froth of misty white mousseline that foams into ebullient little pleatings at the neck, the hem, the wrists. And over it all, a simple tulle veil falls in frosty, voluminous folds. Fresh flowers may be tucked in the hair. The less conventional bride can wear this costume in palest water-blue and look even more ethereal • Stiff, crisp taffeta makes the frock worn by the bridesmaid at the far right. Half of the charm of this frock lies in the amusing pleats in back that swish into a slight train; the other half, in the inflated short sleeves and turned-back collar that ends in a V and a bunch of fresh flowers in front. With the bride in white, at a garden wedding, her attendant might choose this frock in dark blue or brown, and carry a great bunch of white daisies. This bridesmaid's dress, shown again in the background, may also be had made of mousseline in lovely shades





BRIDAL COSTUMES FROM BONWIT TELLER AND FROM NEIMAN-MARCUS



Pre-War drapery by Vionnet-
black satin caught up and
slit to the knee;
Jay-Thorpe



Shakesperian mantle
by Vionnet - of regal red
heavy silk crêpe





DESIGNS FOR DRESSMAKING

Nautical and neat is the blue-stitched two-piece frock at the far left. It's an "Easy-to-Make" model, No. 6980, of McBratney's Sanforized-shrunk linen. Designed for sizes 12 to 20; 30 to 38

A pink-dotted linen overblouse, buttoned on over a one-piece frock to match, makes the suit at the far left. It's No. 6986, of McCutcheon's dotted linen. Designed for sizes 12 to 20; 30 to 38

Next, an indispensable "Easy-to-Make" run-around frock in yellow, No. 6982. Of Forstmann's new summer fabric, "Coolaine," thin and uncrushable. Cape optional. Designed for sizes 12 to 42

The simple, tailored lines of the white sports frock (fourth, opposite) are perfect for the fabric—Forstmann's new "Coolaine." In "Easy-to-Make" Design No. 6979. Designed for sizes 12 to 42

The lady in blue (left) is cool and chic in her linen ensemble. This model is No. 6995, and it's made of light-weight linen from Henry Glass. Designed for sizes 12 to 20 and 30 to 38

The yellow suit is smartly accented by blue bands on the cape. This model is No. S-3806, of Bloomsburg's "Sportiff" crêpe of Seraceta and Crown Rayon. Designed for sizes 12 to 20; 30 to 38

Checked jackets are making a mark of their own, this season. Here, direct left, a fitted jacket tops a simple sleeveless frock to make a sporting ensemble. It's No. 374, designed for sizes 14 to 40

BACK VIEWS ARE SHOWN ON PAGE 112

IN SHOPS—more than one hundred shops in the United States and Canada will show you these Vogue-selected models. You may buy them right in your home city, select the ones that you like best—the ones most becoming to you (turn to page 152 for this listing). If no shop in your city appears on this list, write to Vogue, 420 Lexington Avenue, New York (please enclose a stamped, addressed envelope), and we will send you the name of a shop that is near you



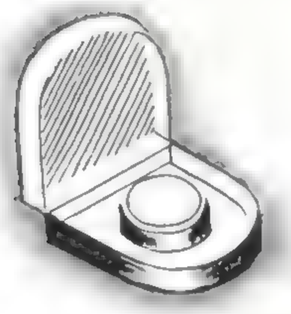


VOGUE'S *finds of the fortnight*

Vogue's Fashion Editors selected these four models because they represent real Finds in fashion, real Finds in quality of materials, real Finds in workmanship, and real Finds in value. (A) is a romantic chiffon evening dress that will do double duty. A big-sleeved little jacket makes it smart for dining. Devastating in black, lovely in white, smart in colours; Bonwit Teller; $60. (B) is a chiffon frock with the new harem skirt, as well as a bright coloured taffeta jacket and a silk slip to match; Lord and Taylor; $50. (C) is an adaptation of Mainbocher's ensemble of dark silk crêpe flowered in bright colours. The swagger coat is lined with paper-thin taffeta; Altman; $35. (D) is a godsend for warm days in town. A short-sleeved dress of dark coloured sheer crêpe is topped with a jacket that is lined with a chic printed taffeta and finished off with carnations; Best; $45



Dotting the



ABOVE you see a two-faced woman. She is that girl who has always been so near-sighted that she can't see beyond the end of her nose without her glasses. Then what is she doing in the evening version, minus spectacles? Will she be able to recognize any of her beaux? She will, because she has Zeiss Contact Lenses in her eyes. Yes, *in* her eyes! For these extraordinary lenses fit directly over the eyeballs. They aren't discernible unless you go peering at the wearer from the side. Yet, they are as corrective as any spectacles. You don't believe us? We don't blame you! We didn't believe it ourselves till we had them in our eyes. Some oculists are already prescribing these lenses.



THE lady at the right is busy ascertaining the secret of the Sphinx, which is that, if you want the lure of the Orient in your eyes, you should get yourself some kohl. Kohl is a mineral (antimony) in powdered form. It won't hurt your eyes; it soothes them instead. To apply it in true Eastern manner, close your eye and bravely draw the applicator (a little stick or piece of bone or ivory) out from the corners of the eyes between the eyelids. Or, draw a line of kohl just above the lashes inside, on both upper and lower lids. This doesn't take the place of mascara, but gives your eyes a slumbrous look.



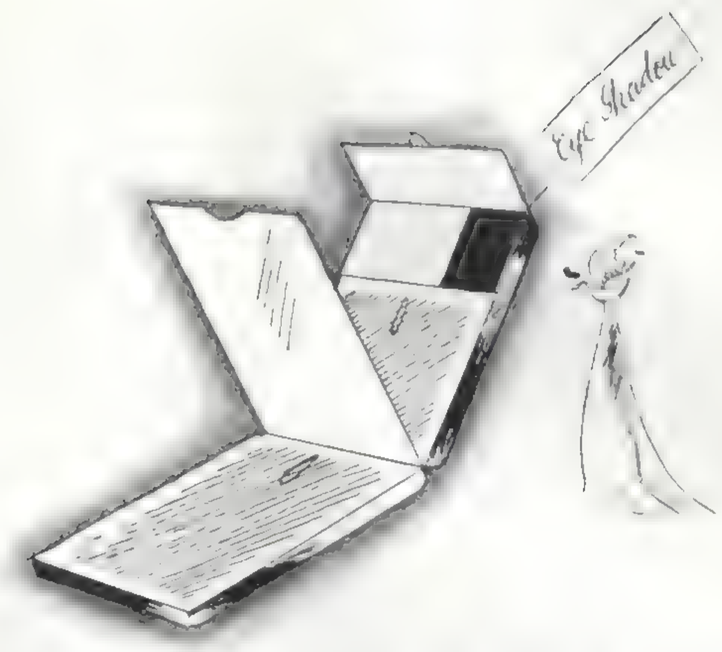
PITY the predicament of the gentleman in the boudoir scene that is going on at the left. He has inadvertently picked up what he believes to be his wife's manicure scissors and started to cut a hangnail. They are not her scissors, as she is admonishing him, but her twissors, her latest discovery for the pulling out of eyebrows. Twissors get a good grip on errant eyebrows, which, by the way, you can detect most readily by means of one of those small magnifying mirrors. You can have your eyebrows whisked into shape by a wax-like epilator, or they can be evicted by electricity, if you prefer machine-age methods.



THE ultimate of something has been achieved in a comb for the eyebrows! But don't regard it as one of the frivolities of life. If your eyebrows are the kind from which single hairs rise in surprise at unexpected moments, rub on a touch of eyelash grower and comb your brows into a shining arc. They'll grow that way naturally pretty soon. Or comb your lashes up and down while they are damp with liquid mascara or eyelash grower and see the innocent curve they assume. Or use the baby comb to whisk out flecks of mascara that cling stubbornly. Combing the lashes after mascara also helps to fringe them.



Eyes

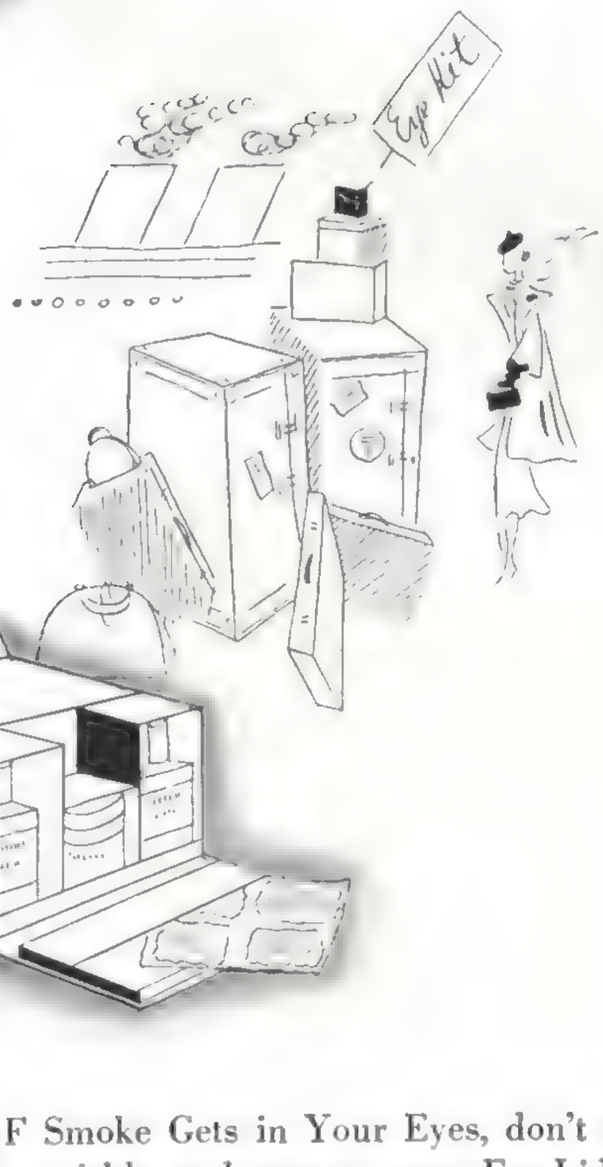


LIKE millionaire's children, practically all eyes go about shadowed these days. It is getting so that you would as soon be without your eye shadow as without your lipstick. One vanity-case has a little pan of eye shadow in it, so that you can re-shadow as you go. Don't forget the trick of blending two shades together. And the metallic eye shadows give you a light that shines by night. You don't have to be too sparing with these. No one will think you have gold or silver eyelids by Nature anyway, and a shining coat, smoothly applied all over the lids, is very effective. If you still prefer just a moist, dewy look without any colour, colourless shadow and eyelash grower will do that for you.



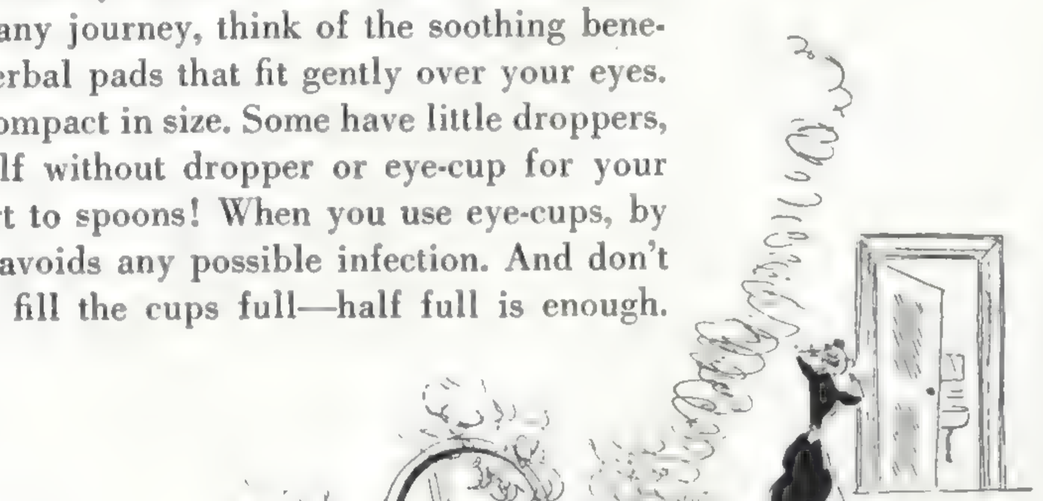
BRAQUIN



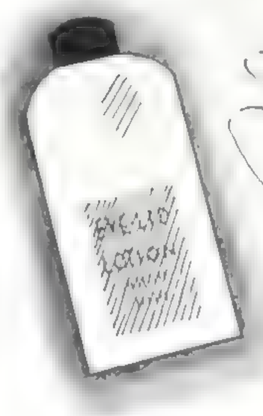


LADIES are known to go to any lengths to achieve their ends —even the lengths of a gentleman's moustache. Once they discovered the way in which moustache wax could give lashes that lovely fringed look, they appropriated it for themselves and have clung to it ever since, denying all masculine claims. • Every so often, a faint-hearted query rises, "But should I really wear green and blue mascara during the day?" Certainly! Don't for a minute think that your eyelashes should merely be themselves. Both green and blue are ravishing by day or night. Several mascaras are made in two shades of blue.

SHOE-trunks, boot-trunks, cane-cases, beauty kits—*Eye Kits!* Suppose you get a cinder in your eye, en route. You whisk your eye bath out of your eye kit and bathe the cinder right out. And at the end of any journey, think of the soothing beneficence of those little herbal pads that fit gently over your eyes. Eye kits are kept very compact in size. Some have little droppers, but, if you find yourself without dropper or eye-cup for your eye bath, you can resort to spoons! When you use eye-cups, by the way, use two—this avoids any possible infection. And don't think that you have to fill the cups full—half full is enough.



IF Smoke Gets in Your Eyes, don't start to sing about it! Go quickly and put on some Eye-Lid Lotion. You can see the lady beating a desperate retreat to do same in the sketch at the right. This eyelid lotion is a boon to any tired eyes; people can hardly wait to get home from night-clubs to use it. If you chill it, it's just that much more refreshing. This chilling goes for eye baths and eye-washes, too. Don't confuse eyelid lotion with eye astringents. The latter are intended to tighten the fine skin around the eyes that develops wrinkles before you know it. A list of eye preparations from important manufacturers that cover all phases of dotting the eyes will be found on page 138.





STEICHEN

WITH FEET UNBOUND



BY JULES SAUERWEIN

AT twilight, when the last rays of the sun pierce through layers of golden dust to illuminate the orange roofs of the Forbidden City; at the hour when the perfume of wistaria blossoms drowns even the odours of the old town, you should walk up the wide avenue that leads to the entrance of the Imperial Park and watch the women going back and forth in their jinrikishas.

With what incredible grace and coquetry they lean back against the white cushions, bestowing oblique glances upon their admirers and smiling tiny little smiles out of the corners of their eyes! This is the infinitely discreet way in which the Chinese women make their advances. Later, you should watch them again as they walk with their lovers around the Pei Hai pond or sit chatting on benches bordered with peony beds. Then, if you know Japan, think of the women there, trotting patiently in their kimonos and obis along the alleys of the Ueno Park in Tokyo. You will see for yourself as you do this, that between these two races of women the differences are as profound as they are between the two races of men.

A Chinese woman, even in the days when her marriage was arranged by her family and often without her consent, had her revenge, when she became a mother, for the humiliation she may have suffered as a bride. Even though her husband brought concubines to live in the house, the first wife, especially if she had borne a son, enjoyed an intangible kind of authority.

To-day, she may have lost a little of this prerogative, but, on the other hand, she has largely emancipated herself in social life. When she goes out with a man, she walks beside him, oftentimes taking his arm; while the Japanese woman, accompanied by the click-clack of her resonant sandals, respectfully follows a husband who strides in dignity before her, seldom taking the trouble to look around. To "eye" gentlemen in the street would be an audacity that no Nippon girl would permit herself; whereas, the girl from Peking goes as far as she likes.

The costume of the Celestials is the exact opposite of the Japanese woman's. It stresses the undulating line of the body from neck to ankle, while the kimono, overburdened with gorgeous sashes, creates an entirely artificial form, which is agreeable to look at because of the colours, but has nothing to do with the female figure! And if, when she goes out, the Japanese girl puts a wrap over all those bumps on her back, she resembles nothing so much as a charming little dromedary.

Apart from the Geishas, strangers see no women in Japan. If you except the dozen or so who ornament the diplomatic dinners, women remain in their own homes. In China, a woman who is sufficiently cultivated does not deprive herself of the pleasure of making and receiving visits, and she lives in contact with the world outside.

Not only have I seen these things with my own eyes, but, in addition, the last few years' evolution of Chinese women has been described to me in an illuminating way by the General Dan Pao Tchao, née Princess Shou Shan. Having met her at a party, I went to call on her one afternoon at her *Yamen* in the Tartar city. I found her in the act of tracing elegant characters with a fine brush on large sheets of rice-paper.

"You see," she said in French and with an accent that no Parisian would hesitate to claim, "I am not idle. I am writing a history of the Manchu dynasty in China from the seventeenth century to our time. Naturally, the part that I am chiefly developing is that period which I myself lived through as lady in waiting to the Empress Tse-Hi during the years that preceded the advent of the Republic. When I think of the existence of those days and compare it with the present, I can not believe that only twenty-three years have elapsed, and I feel as old as all of eternity!"

This was merely a gesture of coquetry on her part, for Her Excellency the General had the figure of a young girl and a cameo-like profile which spoke for the purity of her Manchu blood.

"It's only at odd moments," my charming hostess continued, "that I am able to occupy myself in recording history, for I have a job. I am a 'working girl,' and very interesting work it is. I am secretary for two generals who live in Peking: the Minister of War, Ho In Chin, and the President of the Political Committee, Hoang Fou. And that doesn't mean just typing, you know. They treat me as a friend and allow me to collaborate with them——"

"I am hoping that, for the benefit of Vogue readers, you may be willing to tell me something (Continued on page 128)

• Miss Mamie Sze, at the left, is the talented painter-daughter of His Excellency Sao-Ke Alfred Sze, Chinese Minister to the United States. She wears a Jay-Thorpe gown and Udall and Ballou jewels, against the Oriental background of a Chinese table and bowl from Edward I. Farmer and Burmese horses from Rose Cumming • At the top of the page is the Manchu Princess Youngling Dan



British Racing

• At the more formal English race-meetings, near town—such as Sandown—, the men are spectators, not jockeys, and the women wear more formal clothes than at the county meetings. For instance, Victor Stiebel's suit of cream-beige Sweetinburgh wool (at the left, above), with narrow pink-and-blue stripes in the jacket fabric. The organdie blouse has wide lapels and a stiffened jabot. Bendel has imported this • Isobel of London made the smooth grey worsted shirt-frock, at the right, above. It has short sleeves under the three-quarters cape made of the same material, with a petal collar and a wide-shouldered effect



• Here's what is worn at English point-to-points—those race-meetings that are as county as they are country, where every one knows every one else and the horses are ridden by gentlemen riders. The fields are muddy, but everybody is there, the women immaculately tailored. One of them might wear this suit of grey-and-black mohair tweed, with its three-quarters coat, a sleeveless waistcoat, and a straight skirt. Black buttons and belt and a blouse of red Old Bleach linen provide accents, and the black felt hat and Oxfords are correct accessories. Suit from Fortnum and Mason, London and New York

• Above is another good racing silhouette—another variation of the classic suit theme, and a perfect costume for a country race-meet where the course is just a stretch of countryside with the jumps arranged at intervals. The brown tweed coat—loose, full, and three-quarters length, is worn over a slim skirt made of brown-and-oatmeal checked wool, and a beige woollen jacket piped in brown and having comfortably deep armholes. For colour accent, there is a gay red silk scarf tied around the neck—its ends not long enough to flutter inconveniently. Enos, of Mount Street, London, made this costume



GLADYS SWARTHOUT SINGS IN THE WALDORF BALLROOM

STEICHEN

Vogue's Spotlight

BY MARYA MANNES

NO need to expatiate on the fantastic richness of New York as a music centre. But it might be necessary to dispel, partially, a feeling that the season of the spirit and the mind—the time of theatre and painting and music—was vanishing to make way for the season of the senses—summer. Play openings may be down to a minimum, and picture-galleries not too populous, but music greets the spring in full triumphal choir, mezzo forte, con amore, and furioso.

For lovers of sound, for those thousands who need music either as an opiate or as a stimulant (and it succeeds as either), the choice is more than generous.

The big musical news of the early spring is, like Gaul, divided into three parts. The first, on April 12, is due as you read this—the Walter Damrosch Jubilee Concert for unemployed musicians, at the Metropolitan Opera House, in honour of the fiftieth year of Mr. Damrosch's conducting. This event is interesting not only because of its sentimental associations, but because for the first time Wagner's "Master Singers" is being sung in English. For years, Mr. Damrosch has felt the acute necessity of making Americans really familiar with the essence of Wagner operas. "You can't enjoy fully what you don't understand," has been his persistent cry. Even if you admit, as he does, that there is no such thing as perfect translation, the cry has its definite wisdom.

The second excitement will be on April 16, at Carnegie Hall, when Toscanini rounds up his Brahms cycle, and the third on April 25, when this scrupulous and fiery master performs the Missa Solemnis with the Schola Cantorum and such vocal stars as Rethberg, Pinza, Crooks, and Telva. If this combination doesn't instil a sense of magnificence in the meanest spirit, nothing on this earth will.

If you thrill to a virtuosity sometimes without vision, you can hear Horowitz make the piano tintinnabulate over and through the Philharmonic clamour on the afternoon of April 13. And that same night that brave group of female instrumentalists, the Woman's Symphony Orchestra, is following the dry, harsh beat of their conductor, Antonia Brico. (For your private information, the strings of this orchestra are good, the winds weak because of their paucity [there's only one woman tuba player in the U. S., and she's there], the kettle-drum player grey-haired and superbly ebullient, the leader strained and without style.)

Sincerity and skill will pervade Town Hall on April 22, when the high-collared Gabrilowitsch and the handsome Albert Spalding will combine in the playing of sonatas. Both artists have a quiet distinction which the passage of time and more spectacular performers fail to diminish.

The rich voice of Roland Hayes, the Negro singer, will rise in Carnegie Hall on April 24, in songs both native and alien to his origin.

People who like opera for the sake of its music and not for the names of its singers need not moan unduly at the closing of the Metropolitan season. For the spring season of the Hippodrome operas opened on April 4, and there will be five performances a week of French, German, and Italian opera, with an equal array of American and foreign singers. The prices are what is known as popular.

As for the music that has passed this winter, a few hours, a few facts can not soon be forgotten. Toscanini's conducting of the Brahms' first Symphony. Artur Schnabel's playing of Schubert. Chaliapin, dying as Boris. Lotte Lehmann singing songs. Bruno Walter conducting Mozart (and his sadness as he left New York; in Europe, he is an idol; in New York, he is second-fiddle to Toscanini and victim of the most hard-boiled group of orchestra men in the world). Yehudi Menuhin's playing of anything. Kirsten Flagstad's Isolde, the most glorious in many years. Such memories feed the highest and richest nostalgia.

Paintings may delight the retina for a while. Plays, unless they are rare, last three hours. But music can linger eternally in the inner ear.

(Opposite page) Gladys Swarthout—that personable young American singer now movie-bound—trills in the Waldorf-Astoria ballroom, accompanied by the composer Ernest Charles. Her golden taffeta dress is from Bergdorf Goodman and I. Magnin; her jewels from Trabert and Hoeffer



HORST

MAINBOCHER'S tulle bridal veil is short, pink, and hooded, worn over a trainless pink georgette dress girdled with hydrangeas

HOPE CHEST-1935



BELINDA is a delightful girl, and she is being married. Her hero is a practically faultless specimen of American manhood. Her bridesmaids will establish an all-time high for beauty and charm. Her apartment is found and leased (and two months' rent paid in advance). But Belinda has a Problem. It is her linen-closet.

How many bath-mats should a lady own? What is the correct quota for sheets? What does a smart young matron use on her dinner-table?

Belinda asked her mother, but her mother has apparently gone mad in the way that mothers of brides are so apt to go mad. She prattles about wedding-cake boxes, and where is the list of guests beginning with G, and did any one remember to write down what Uncle Osgood's present was? She told Belinda to go and look at the linen-closet and decide for herself.

"Towels," she said. "Don't forget towels, darling."

So Belinda looked at her mother's linen-closet, which is vast and has cavernous depths; and she thought of the linen-closet in the apartment that she and Jim had taken for their little Nest. She went shopping, and wrote down a lot of things on little pieces of paper. And she came home, and wondered whether it wouldn't be simpler just to break her engagement, and forget the whole idea.

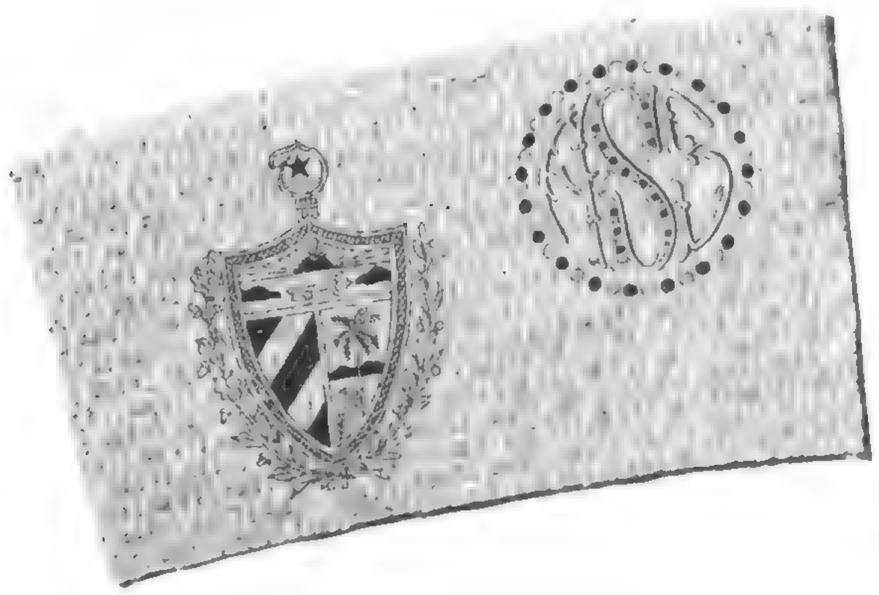
And then she had her inspiration. A chart. An outline. One of those things she used to have to make in English class, about Burke's something or other. For the first time, Belinda began to see some point in education. And here is Belinda's chart, written for a small linen-closet, a medium-sized bride, and a large list of occasions:

A. MONOGRAMS: Can't decide between those neat little ones, and the lovely, wiggly enormous ones. So—

1. Think must have both kinds. (For your convenience, we show both —all from McCutcheon, except in the photograph, top, from Mosse.)

B. SIZE OF APARTMENT must have something to do with amount of linen needed. Therefore, will now describe to myself apartment in order to clarify ideas:

1. Laughingly called penthouse, on account of terrace (6 by 8 feet). Marvellous for eating on in summer. Will have flowers.

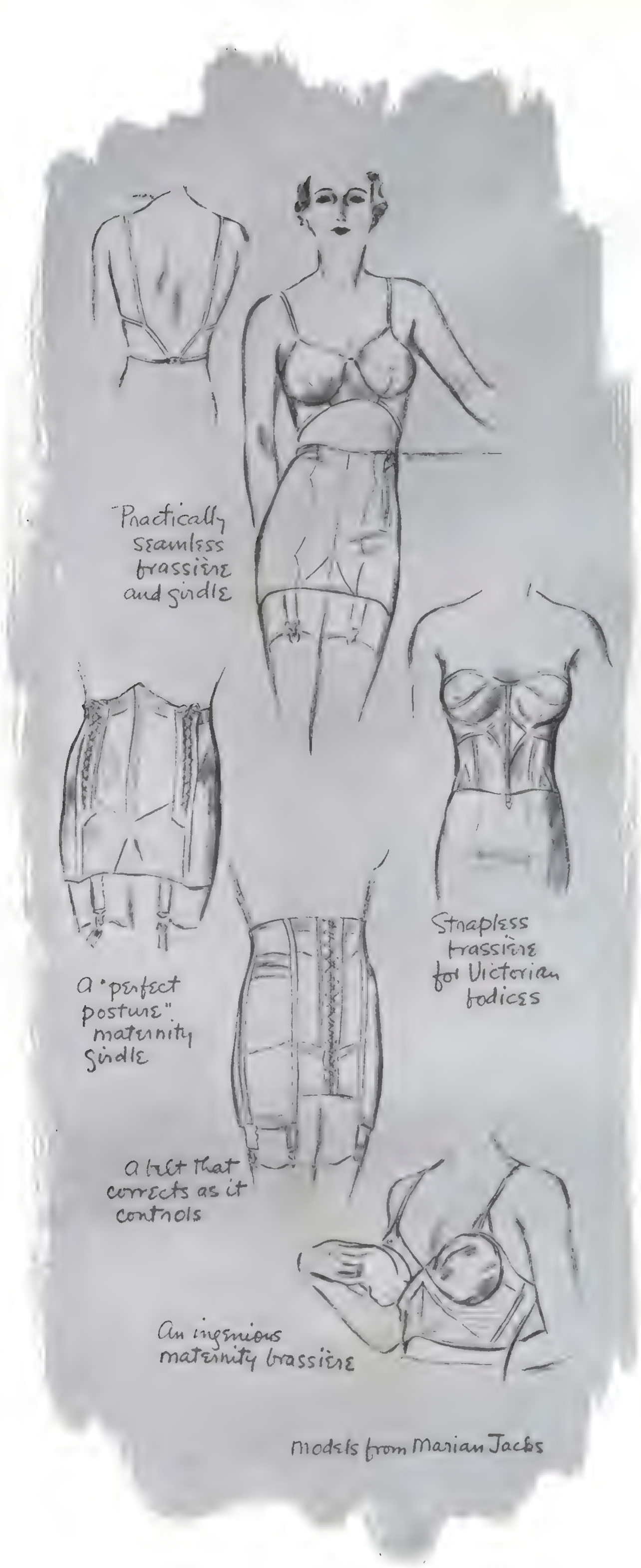


2. Has two bedrooms, one big and one sort of accidental and small.
3. Has one heavenly, huge bathroom, and one funny little one.
4. Has dining-room with Chinese Chippendale table (pride of life).
5. Has one little room for slavey.
6. Has definitely undernourished linen-closet. Must not overfill too suddenly but must have adequate supply.

THEREFORE: should think must plan for Jim and me, plus lots of cocktail and dinner and small-towel-using guests, and a few people who will sleep in extra bedroom, like Marty when she comes from Boston. We now come to:

C. BEDROOM PROBLEM: Query—twin beds or Aunt Harriet's ancestral four-poster with beautiful carving?

Ans.: Think twin beds more civilized although four-poster very handsome. Hope Aunt Harriet won't fuss. (Continued on page 140)



BRITISH FOUNDATIONS

SIX years ago, Marian Jacks' name was new among the ranks of European corsetières; to-day, it has no peer. In England and on the Continent, the smartest women flock to her, and her name is a byword, also, with men of science in Harley Street. For Marian Jacks' talents are not confined entirely to sculpturing figures to the fashionable ideal; she is also a recognized authority on maternity, anatomical, and post-operative problems. The sketches at the left are some of her models.

• The practically seamless girdle and brassière (top sketches) were designed for wear under sleek-fitting or filmy dresses. The girdle is of smooth satin "Lastex" yarn with the minimum number of seams. A Talon fastener makes a flat closing. The net brassière has "Lastex" yarn straps cleverly cut to give a low back without interfering with the high bust support.

• The strapless brassière for Victorian bodices is Marian Jacks' answer to the problem of off-the-shoulder evening dresses. Firm boning gives high support to the bust, and a back lacing makes it possible to adjust this satin-and-net model snugly.

• The "perfect posture" maternity girdle practically assures the wearer of a presentable figure for months—so expertly and scientifically is it constructed. The girdle is built of fine satin ribbon and elastic.

• An adjustable belt that corrects as it controls—for mature figures, or those with minor physical defects—is of fine taffeta, without back lacings, straps, or buckles.

• The ingenious maternity brassière is perfect for the nursing mother. The separate bust sections, with their spongeable linings, can be unhooked and let down. The brassière itself is of crêpe de Chine and "Lastex" yarn.

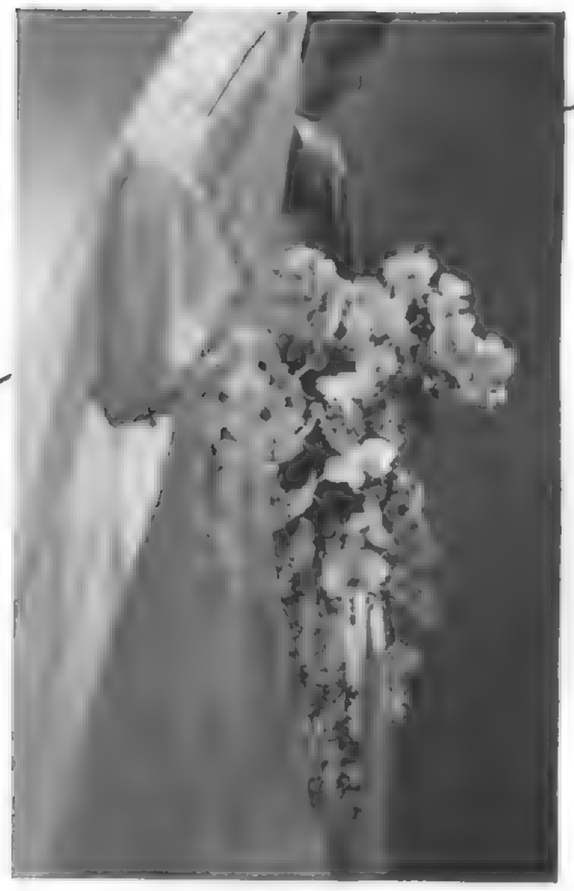
• Marian Jacks' theories are entirely her own. So are her methods of putting them into practice. Even (Continued on page 134)



CECIL BEATON

ALIX'S GRECIAN DRESS OF GREY CHIFFON—VERY SHEER OVER A SLIP BANDED IN RED AND GREEN; SAKS-FIFTH AVENUE

Bridal Blarney



Bouquets can be delicate and feminine, dignified, stately, exotic, or simply beautiful. Max Schling made the one at the left of white butterfly orchids and white lilac. Irene Hayes suggests a bride's bouquet with a detachable centre to wear on a going-away costume. The House of Tappé gives a moment's thought to the bridesmaid, and the result is the mirrored bouquet below (left) that will assure her that her crown of flowers is straight and her expression beatific from the beginning of the ceremony right to the end





Brides have every excuse for being as dramatic as they please—the more dramatic they look, the better the wedding guests like it. The House of Tappé is full of good ideas for making her worthy of the attention she gets; witness a few of them at the right. The Indian bride completely draped in her sari looks very mysterious and not-of-this-world—a good impressive pose for a bride. It just takes a few yards of sheer crêpe draped over a slip with touches of brilliants on it. The Victorian bride has real flowers sprinkled over her organdie dress, and she carries a small unpretentious bouquet on which she modestly casts her eyes. The Greek bride on the opposite page looks as though she had just descended from a frieze on the Parthenon. She walks to the altar with perfect poise in her classical chiffon gown, without flowers or prayer-book to mar its perfect simplicity. Diaphanous fabrics are alluring and smart, this season, and can be used in place of the conventional satin for bridal gowns

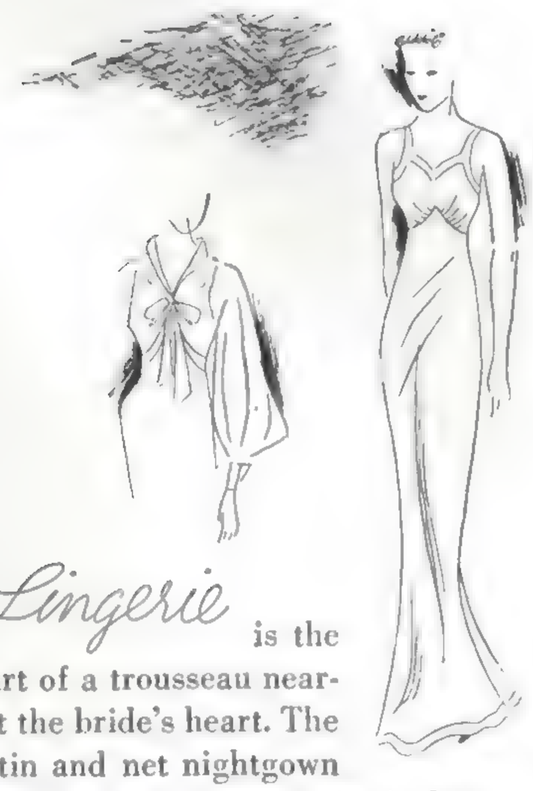


Presents for the bridesmaids are one of the million details that make a bride wonder why she ever started on the venture. Cartier has suggestion after suggestion, a few of which you can see in the first two photographs at the right. The first is a gold key-case with the added convenience of carrying powder, lipstick, and a quarter for mad money. Next to it is a blue comb and mirror set simulating lapis lazuli. The powder and lipstick cases are of white ivory lacquer with coloured monogram—very rich looking and a gift which you know will be welcomed. Paul Flato has the "Whirligig" watch held by the hands at the right. When you press the ends, it opens and tells you the time with accurateness. It's made with pigskin, gold, platinum, or diamonds





CECIL BEATON



Lingerie is the part of a trousseau nearest the bride's heart. The satin and net nightgown above with its own satin jacket was born to fit in a trousseau, and the bride who shops at Jay-Thorpe's is sure to add it to hers. In Paris, fine handkerchief linen is appearing in every well-brought-up bride's wardrobe, appliquéd with satin or trimmed with fine Valenciennes lace. Flowered chiffon nightgowns with big puffed sleeves that are ever so slightly starched are smart and new



Wedding Veils and head-dresses are the soul of a bridal outfit. The three photographs above show the ideas of English designers on the subject—and who is better versed in pageantry or more experienced in the beauty of formal ceremonies than the English? The first bride at the left wears a halo head-dress designed by Victor Stiebel. It is of pleated tulle with pearl-centered petals of white braid standing stiffly all around the edge. Far back on her head the bride in the centre wears a tiny satin cap with a twisted satin edge—designed by Norman Hartnell. The long, soft net veil is bordered with tiny silver sequins. Suzy made the pearl bonnet at the right, with orange-blossoms in back to hold the tulle veil

Going Away in the costume in the photograph below would initiate the bride into the smart young matron class. The navy-blue crêpe dress and taffeta jacket with a white thread running through it is from Bergdorf Goodman and Lily Heffernan, and would make a breath-taking impression in the few minutes that it takes the bride to dash through the guests. The blue straw hat has a bunch of grosgrain ribbon in front. The bride wears fresh daisies at her throat—field-flowers are one of the smartest spring notes. Sally Victor shows bunches of them on large straw hats, a good way to train a husband to supply fresh flowers forever after





Tea-Gowns can't be too feminine and alluring for the bride. Muriel King has used yards and yards of red-and-white dotted Swiss in her ruffled tea-gown that sweeps out behind in the most appealing way. The slender white satin slip gives a note of sophistication, and the childish bright red ribbon bows promptly take it away again. It is definitely reminiscent of the "Little Women" days and would be one of those sentimental things that you would store in your attic along with your wedding gown. Of course, a trousseau should have a few more practical négligés in it, as well, particularly for travelling. Vionnet suggests a checked foulard négligé that buttons up the front with glass buttons and has a wide suède belt and generous patch pockets



BERGDORF GOODMAN • RANSOHOFFS



TURNER'S GOWNS, LTD. • RANSOHOFFS



SADA SACKS • RANSOHOFFS • NEIMAN-MARCUS



SAKS-FIFTH AVENUE

CUMMINGS



JAY-THORPE

SAKS FIFTH AVENUE • MARTHA WEATHERED



WANAMAKER

CRISP or SHEER FOR SUMMER

• For an afternoon wedding (when what to wear is always a problem) or a cocktail party that goes on to an informal dinner, the soft, floating dress in the large photograph opposite is a jewel. It's of navy-blue chiffon that blooms with the brightest of posies, and it's worn over a swishing taffeta slip in navy-blue. Even the sleeves are charmers—three-quarters length ones that are puffed and voluminous. Navy-blue grosgrain ribbon makes the belt and the bow

• Two shades of blue and white go into the checks of this sheer silk crêpe dress (upper left, opposite), a fresh and cool and chic costume for Sunday lunches and formal afternoons. The loose, flaring back gives the effect of a separate jacket and is cleverly balanced by a fluttering jabot and a full skirt. Natural linen straw hat from Fanny and Hilda

• Second (opposite) is a navy-blue silk crêpe frock, which has the new, shorter skirt length that's getting more and more important. Shirring across the stomach is released into fulness that is becoming when the skirt is abbreviated. White piqué collar and cuffs. White toyo hat; Fanny and Hilda

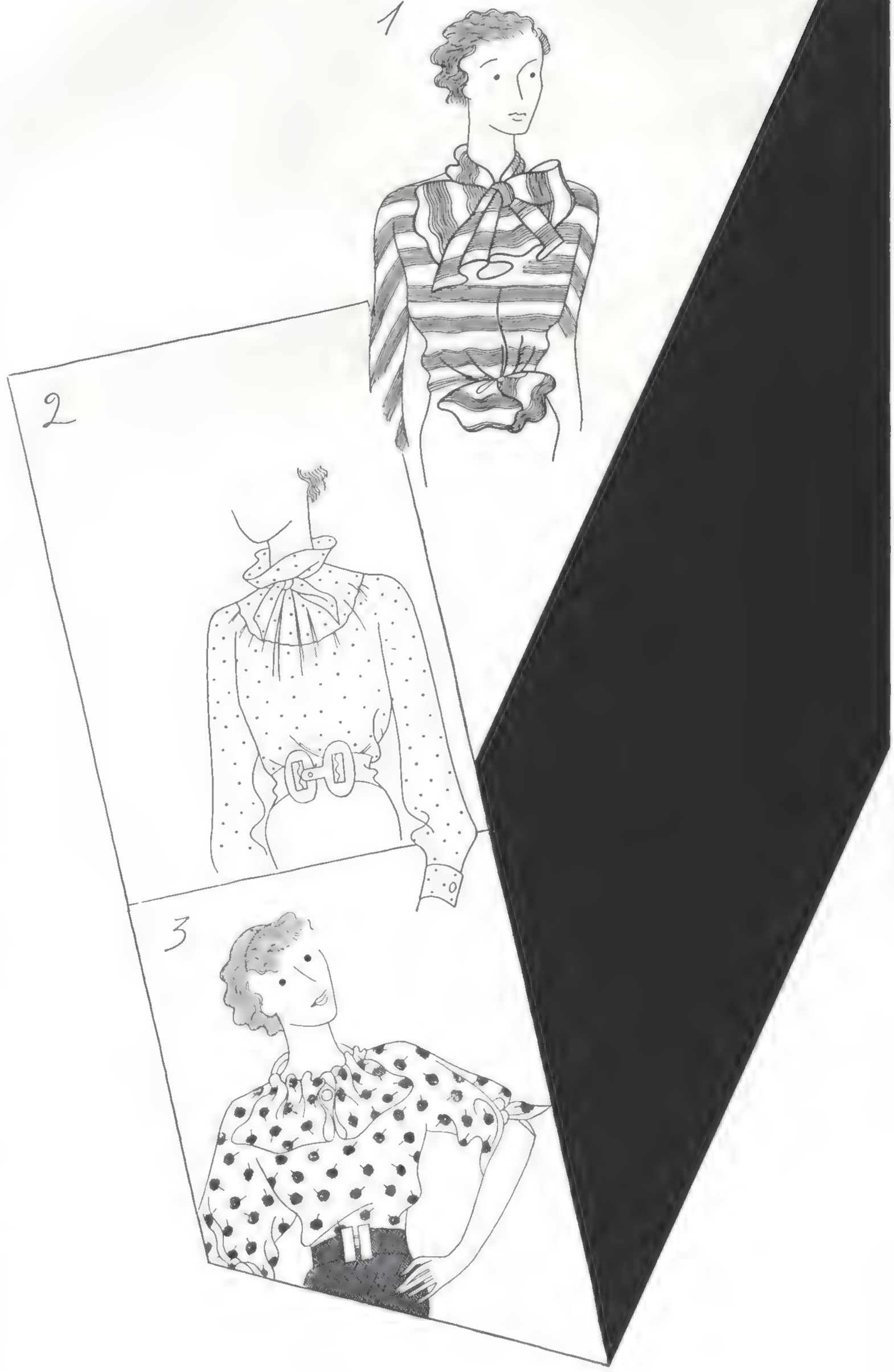
• A crisp black taffeta slip, a tucked chiffon coat and skirt to match, and a frothy pink organdie blouse are combined in the tailored suit at the upper right, opposite page. The black rough straw hat has a giddy little wreath of flowers on top of the crown; Sally Victor. Black kid pumps

• A navy-blue taffeta coat printed with small, gay flowers swings over a navy-blue silk crêpe dress (left, above) to make a perfect luncheon-through-cocktails costume. The skirt is finely shirred to give the new front-fulness. Nicole de Paris has the black straw hat. Navy-blue kid pumps

• Raspberry-red and white polka-dotted silk crêpe makes the softly tailored suit (centre, above), a suit that is smart in or out of town. The print is reversed for the blouse, which is cut with a lower neck-line. Amber straw hat; Sally Victor

• At the right is perfection for casino dining—a Scotch plaid mousseline de soie in tones of beige, green, and yellow. over stiff taffeta. The full skirt and leg-of-mutton sleeves couldn't be more charming and reminiscent of bicycle-built-for-two days. Natural straw hat from Sally Victor

The Top-from Paris



1 Fulness in front—that's what you want in your soft silk blouses this spring. And that's what Schiaparelli gives you in this dark green-and-red striped crêpe model. The waist is dragged to the front and gathered there; even the scarf is twisted into a huge bow that covers the chest. This model is obtainable from Bendel

2 Schiaparelli puts fulness forward again. This time by tying the gathered yoke of a red-dotted yellow twill blouse with ribbon—exactly like a grocery sack. Bonwit Teller has this

3 Big black dots are spattered all over the white ground of Jodelle's taffeta blouse. The gathered neck-line swishes all the fulness forward into two puffy loops. The blouse tucks inside your skirt so that you can wear one of the new wide belts —or perhaps Mainbocher's amusing new suspenders. From Bendel

4 Lelong's neat-as-a-pin gilet blouse is of white piqué, with an encrusted plastron tucked and buttoned up the front with military precision. This blouse is sleeveless and to be had from Bendel

5 Patou makes this tailored blouse of a rayon-and-wool fabric, checked all over in tidy little blue-and-white squares. Only the front comes down over the skirt in two waistcoat points. From Marshall Field

6 Chanel encircles your throat and arms with enchanting petals cut out from the white cotton shirting that is used to make this blouse. Hattie Carnegie has it

7 Sheer blouses with hand-work that might have been done by the unhurried fingers of Ursuline nuns are the top, this spring. This one is of hawthorn-pink organdie, with tiny, ironed pleats and a smocked yoke. Maggy Rouff designed it

8 Molyneux makes this sheer delight of white cotton georgette. The rolled collar and fine shirring are as young as the spring. The full sleeves are banded in at the wrist. From Saks-Fifth Avenue

9 Patou designed this blouse of white chiffon, with its bosom laid in meticulous pleats and its collar a froth of white crocheted Irish lace; Saks-Fifth Avenue

10 The entire front of Maggy Rouff's white silk crêpe blouse is exquisitely shirred in rows. The pointed décolletage is bordered with a flat band of white satin that ties in a small bow on your chest


4

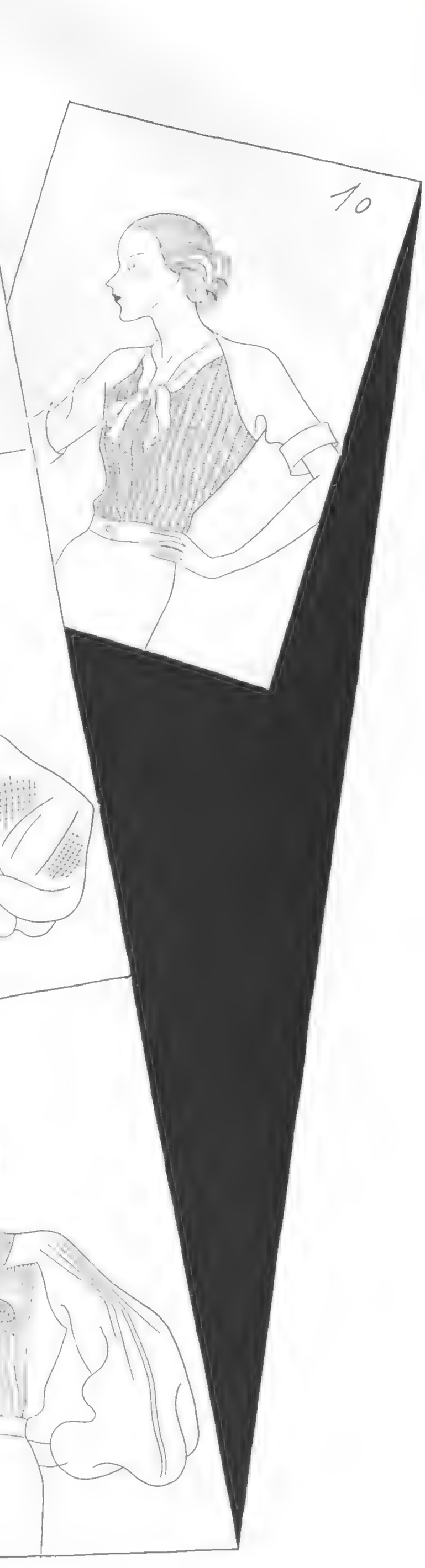
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Shop-hound

Tips on the shop market

• Shop-hound spends her life nosing around the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue

THOSE of you who are to be married this spring can be big executives for weeks beforehand; you can make decisions, give orders, wear an air of importance—and get away with it. Each of you is a privileged person with a romantic glow around your head. So why not make the most of it and have everything about your wedding exactly as you want it—even your wedding-ring? It's all very sweet and sentimental to have your husband choose it by himself, but it's safer for him in later years if you have a voice in the matter.

Miss Kohn, at Theodore A. Kohn and Son (608 Fifth Avenue), will design a ring that will be absolutely your own, and she will give you her word of honour not to make another one exactly like it for your best friend. She will listen sympathetically to your most sentimental whims, mix any precious metals you wish, engrave sweet messages on the inside, or even melt up an old ring of the bride's and old cuff-links of the groom, and make a ring of a hundred per cent. golden sentiment. If left to her own ideas, Miss Kohn will draw up a number of really beautiful designs from which to choose. A simple ribbon ring, for example, has a band of yellow gold, one of platinum, and one of green gold (this costs about $45). A braided platinum band has domed gold borders—all very simple and modern and in good taste (about $48).

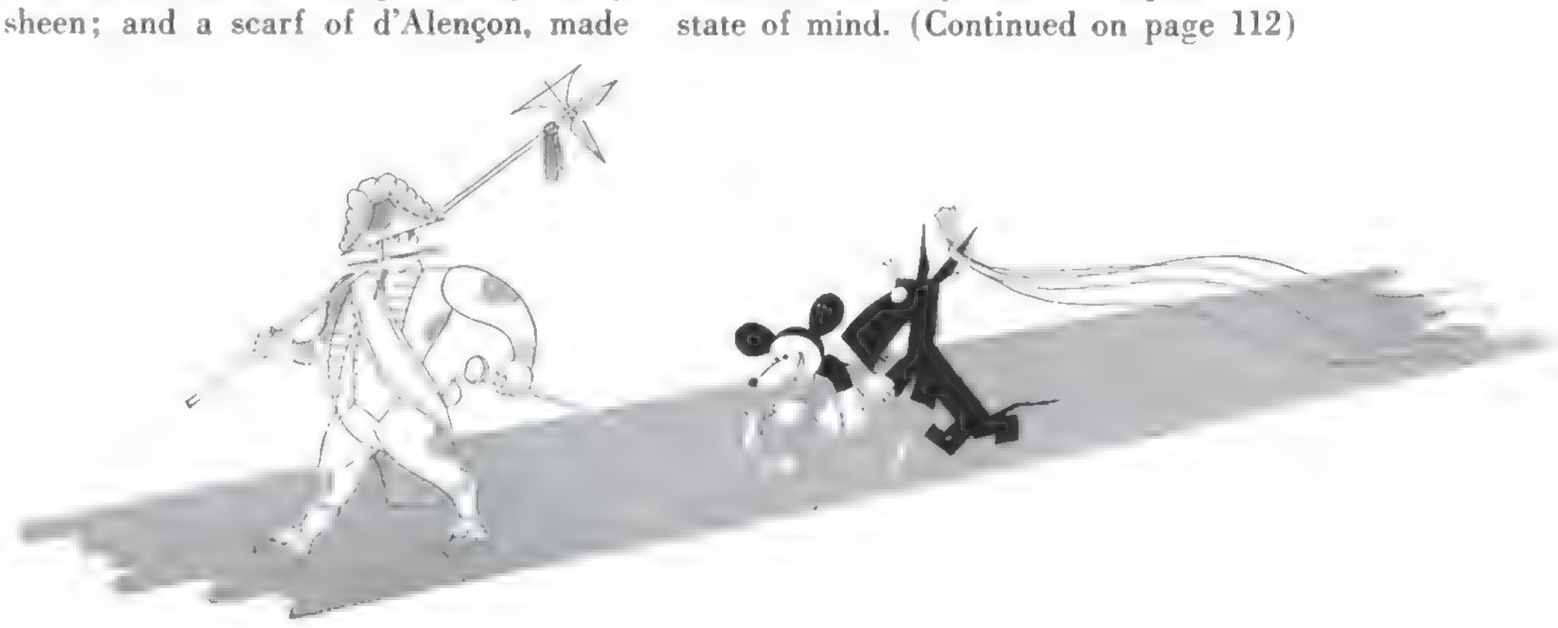
• Flowers, also, are part of the groom's responsibility, but, unless he is one of those rare males who have supersense about floral arrangements, you had better lead him by the hand to an expert. Of course, Max Schling (765 Fifth Avenue) can always be counted on for breathtaking bouquets. Witness his combination of white spray orchids and white azaleas for a recent important bride. He is now making necklaces and head-dresses for little flower girls to wear—tiny sweetheart roses, single apple-blossoms, or delphinium strung into narrow bands. The little girls will love getting dressed up in flowers, and the guests will *oo* and *coo* over the sweet apparitions. This use of flowers is very popular in England, worn with Kate-Greenaway costumes.

Bunyard and Ramm (at 400 Madison Avenue) is another house that has a good command on the floral situation. Give them a description of your dress and tell them whether you are a calla-lily or orchid type, and they will act accordingly. I saw a bouquet which they did for a recent bride, and it was a masterpiece of simplicity and richness. It was nothing but white orchids—about ten large ones and at least fifty small butterfly orchids, hanging to below the knees, with no ribbon or greenery to confuse it. This bouquet was definitely in the luxury class, but the less expensive ideas at this florist's are equally good.

• Lace is so traditionally associated with nuptials that very few brides would feel that they were being married without something lacy about the wedding. Old family laces can be made into beautiful wedding veils, and if you haven't any around your house, you might go into the Devonshire Lace Shop at 556 Madison Avenue and let Miss Powys (a sister of the writing Powys) show you Napoleon's lace bed curtains in the famous bee design complete with crown. These have been through a couple of revolutions and have been owned by a Grand Duke and a New York plumber and now by Miss Powys. Among her less fabulous laces, she has a beautiful Spanish wedding-dress (made about 1820) that has a peculiarly lovely sheen; and a scarf of d'Alençon, made over strands of human hair. Incidentally, laces have fallen tremendously in price in the last few years, and it might be a good idea to start a collection of family lace now. Miss Powys will make over any of her laces expertly to suit your wedding needs.

• Another good lace shop is that run by Miss Zallio, at 561 Fifth Avenue. You can take any old pieces of lace you find in the attic to her, and she will tell you what is good and what isn't and work out a skull-cap or tiara for your wedding veil and appliqué bits on the border. If you have your mother's wedding veil, use it by all means, for net was made to last in those days, and Miss Zallio will gladly model it over for you. She particularly likes to make a veil that falls over the face modestly as the bride walks up the aisle and that can be thrown back victoriously as she walks down the aisle. It's always seemed a rather sudden transformation to me, but it's a nice gesture. I saw a lovely ring pillow in this shop, for the page to carry. It was made of old Spanish petit-point (used originally as suspenders), surrounded by white velvet and touches of lace. Such things lend glamour to a wedding—which it needs in quantity to make it a good show. The guests should be moved and impressed, rather than amused. It's a good thing to make them cry for sheer beauty and romance.

• You can take all of your trousseau problems to The Purple Box, at 11 East Fifty-Fifth Street. This shop will monogram your linen and make your lingerie, your silk travel-cases, and your négligés, and all the profits will go to charity, which should fit in with your exalted, premarital state of mind. (Continued on page 112)





"Do I like it . . . . . *I'll say I do!*"

LOOK FOR THE RED-AND-WHITE LABEL



"I'll cheer about Campbell's Noodle Soup, any time. When I'm hungry, it is real man-size nourishment. And even when the old appetite needs a little coaxing, you can always get a welcome smile from me with Campbell's. The thing I like is the extra rich chicken broth—and the fact that it's chock full of good noodles. Not to mention the tender pieces of chicken meat which taste so good. That's real food!"

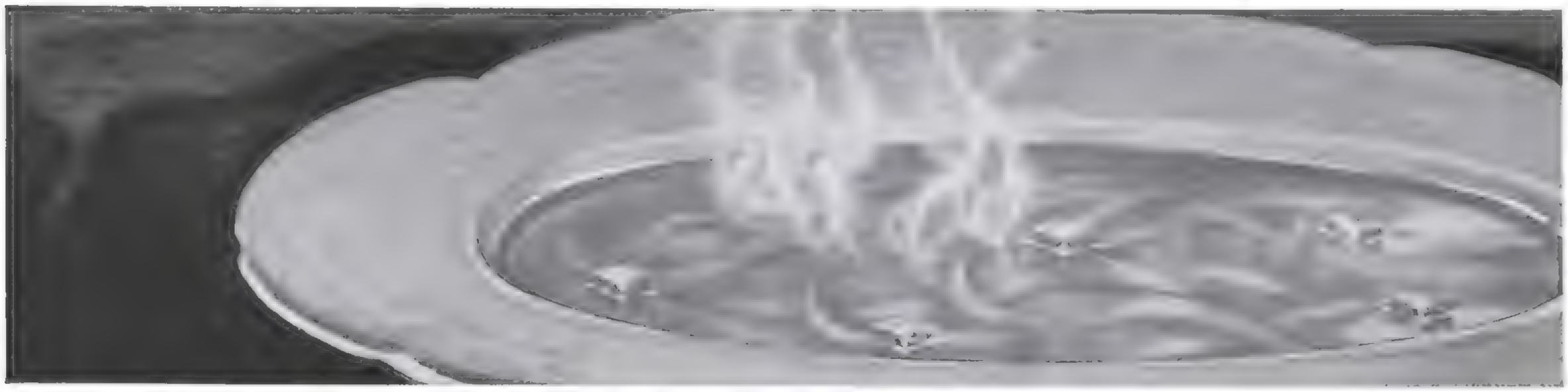
The words are those of one man, but the opinion is nation-wide. For Campbell's Noodle Soup is a favorite everywhere—with men, women, children alike. Today all good cooks know that the best recipe for noodle soup is simply—open a can of Campbell's, add an equal quantity of water—simmer and serve. Try it!



Eat your Campbell's daily—
Then you'll be
Healthy, strong and happy—
Just like me!

21 kinds to choose from . . . Asparagus, Bean, Beef, Bouillon, Celery, Chicken, Chicken-Gumbo, Clam Chowder, Consommé, Julienne, Mock Turtle, Mulligatawny, Mushroom (Cream of), Mutton, Noodle with chicken, Ox Tail, Pea, Pepper Pot, Printanier, Tomato, Vegetable, Vegetable-Beef

Campbells' Noodle with Chicken Soup





In this distinguished oxford for town wear, Stetson has taken full advantage of the beauty of Evans' famous Kid. The delicate stitching and perforations combine admirably with the soft, glowing texture of the leather. Stetson Shops throughout the country are now showing this clear-cut classic, fashioned of Evans Kid Leather, tannage of John R. Evans & Co., Camden, New Jersey.

Evans kid Leathers

YOU WILL FIND THEM IN THE BEST SHOES



MARTINUS ANDERSEN

Guerlain's newest triumph, "Sous le Vent," is a blend of flowers on a Southern breeze. The hand that holds it wears a bracelet of crystal, diamonds, and emeralds from T. Azeez

DISCOVERIES IN BEAUTY

WITH AN EYE TO EASTER

NO woman wants her perfume to smell exactly like another person's, unless she has some dire deceptive purpose in mind. And the more subtle a scent, the more completely it manages to become individual to the woman who wears it. Such a perfume is "Sous le Vent," the new Guerlain scent that you see in the photograph above. This is a bouquet fragrance, and it always smells like flowers in the sun, but never the same flowers-in-the-sun on any two people. "Sous le Vent" was created to reproduce the overtone of the myriad of flowers that reach you on a tropical breeze. You can't discern which flower is which, but all of your favourites are there. Perhaps it is this complexity of bouquet that makes it such a versatile fragrance. Whatever the cause, whenever you wear it, it becomes peculiarly and beautifully your own.

• It is always fun to get presents for Easter. You expect them at Christmas and birthdays, but on Easter, they are something of a surprise, like the eggs you used to hunt for on Easter mornings. Things that smell sweetly are special fun to give or to get. Elizabeth Arden has a merry Easter bunny perched on one of the famous "Magnums" of June Geranium Soap. An Easter egg that looks incredibly real opens to reveal twin bottles of "Blue Grass" perfume and a box of "Poudre d'Illusion." Or an Easter lily, looking as though it had just come from a florist's, conceals a bottle of Elizabeth Arden perfume in its flower and makes a lovely Easter greeting.

• Roger and Gallet are doing something very special about Easter by offering a duo of their eau de toilette and sachet in "Violette de Parme." "Violette de Parme" is that lovely restful fragrance that makes you visualize a round bouquet of deep purple violets at the first whiff of its scent. You will find this Easter offering at the toilet-goods counter of your favourite shop, at a special April price, so you had better put a note on your shopping list right away.

• Three "April Showers" items by Cheramy, which look very Easter-y to begin with in their green and lavender colourings, are done up in special boxes with surprised-looking bunnies all over them. There are little purse flacons of "April Showers" extract; and a cake of soap like an Easter egg with a little bottle of the perfume tied on with a lavender bow; and a box of the dusting powder, all done up in Easter costumes. These are particularly nice for younger people, because of the fresh, light scent.

• On page 108, you see the Easter bouquet that Daggett and Ramsdell have gathered, and it couldn't be more gay and amusing. It comes in a box like a florist's box, all complete with an Easter card and a lace-paper frill.

• Prince Matchabelli puts his Three Little Crowns in gay, coloured Easter eggs. Charbert ties a waxy gardenia over a little bottle of the Charbert gardenia fragrance and tucks it into one of the new ivory-and-gold drumstick boxes. And these are only a few of the infinite number of gaieties that await you in the shops.

• Marie Earle has a Surprise Package. If you have seen it at any of the cosmetic counters round about, you have probably already been surprised at how much you can get for how little. Included among the five items in the Surprise Package is a jar of Nurimor, that wonder cream for dry skins. The other four items in the box are special sizes of Essential Cream, Soothing Freshener, Special Nourishing Oil, and Soleil Face Powder, an assortment destined to give you a spring face after a long, hard winter. You will find the Surprise Package represented in most of the better stores. If you use Marie Earle preparations anyway, this makes a nice bit of travel equipment. If you have been wanting to try them, here is a chance to do so at little initial cost.

• Smart women consider it almost as important (Continued on page 108)



LINES, WRINKLES, signs of wasting of the underskin—loss of tone—impaired nutrition—lack of oils.

COARSENESS is made worse by clogged pores, neglect, improper cleansing.

BLACKHEADS come from pores clogged by thick secretions from overactive skin glands.

BLEMISHES. Many factors lead to blemishes—loss of tone, inactive circulation, improper cleansing.

DRYNESS is often attributable to poorly functioning underskin, inadequate oil supply.

SAGGING TISSUE, due to loss of nerve tone, impaired circulation, fatty degeneration of muscles.



Little known facts about Your Skin

Your skin has two parts—the outer skin, *epidermis,* and the underskin, or *corium* . . . Here are myriads of tiny blood vessels, nerves, fat and muscle tissues, oil and sweat glands. When these grow sluggish, expect blackheads, blemishes, coarseness, lines, wrinkles.

Miss Maribelle Rodiger, one of the most charming of last season's debutantes, says: "Pond's Cold Cream keeps my skin free from blackheads and blemishes."

If You Could look Under Your Skin!

There's where Beauty lies...where Lines Wrinkles Blemishes first develop

Skin Authorities say

A LEADING dermatologist says: "*The beauty of the outer skin depends on the underskin. You cannot be too emphatic about that.*"

Yet most women keep trying one thing and another for faults they see on the *outside* of their skin—never dreaming that what their skin really needs is help deep *underneath* where all the tiny nerves and glands are that make skin beautiful.

How skin faults develop

The underskin is the workshop where the outward beauty of the skin is constantly being created. Once the teens are past, the underskin begins to lose its vigor. Its circulation slows. Oil glands decrease their supply. Fibres lose their snap. All of this slowly but surely shows up in your outer skin in the form of disfiguring blackheads . . . aging lines . . . coarseness . . . blemishes . . . wrinkles!

How can you ward them off? *By invigorating your underskin!*

There is one cream that goes right in, invigorates your underskin—Pond's Cold Cream. Its specially processed oils sink deep. As you pat it on, your circulation is quickened. The fresh blood rushes up to nourish shrinking tissue. Failing oil glands are stimulated.

Never let a night pass without cleansing your skin with this deep-reaching, germ-free cream. Pat it in briskly—you will feel your skin roused. All the day's grime and make-up will float right out of the pores. Your skin feels wonderfully refreshed. It actually looks smoother—and ever so much clearer!

Every morning—every time you make up—cleanse with this cream first, and your powder and rouge will go on like a charm.

Use this cream daily. Soon you will see skin faults fade. Little aging lines soften. Blackheads and blemishes disappear. Day by day, your skin will look clearer—finer—smoother. Until it glows once more with that enchanting "bloom of youth."



H.R.H. MARGARET OF DENMARK
Princess René de Bourbon de Parme
"Skin smooth. No lines or crepiness" —Dermatologist's Report. "Pond's Cold Cream keeps my contour firm," Her Royal Highness says.

Mail coupon today for 9-Treatment Supply

POND'S, Dept. D56, Clinton, Conn. I enclose 10¢ (to cover postage and packing) for special tube of Pond's Cold Cream, enough for nine treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder.

Name_____

Street_____

City_____ State_____

Copyright, 1935, Pond's Extract Company



PERINE STUDIO

SPRING SONG

WHEN Spring giddiness gets into your soul, and you want to plan parties, send presents to friends, treat yourself to a glorious spree—remember Schrafft's is headquarters for candies and cakes.

Bunnies carrying candies say Easter. Baskets filled with cakes, cookies, and candy register anything from "I love you" to "Glad you're better". Candy all by itself in a lordly box scoots through the mail—chocolates with varying centers for varying tastes—homemades of exalted deliciousness—"hards" like Russian crown jewels—salted nuts that know no "when"—heaven-sent combinations of anything you fancy.

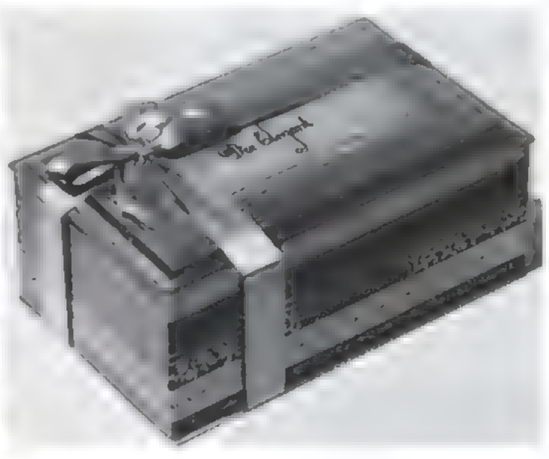
If Spring means wedding bells, a bang-up Easter party, or a miraculous combination of both—buy the makings at those glittering counters and compound your own, or page Schrafft's Catering Department.

Mothers shed the menu problem. Daughters float altarward with nothing on their minds but their veils. Schrafft's genius for food, decoration, and service makes the wedding breakfast a headline success. And no stalwart check-signer, about to give his off-spring away, will faint in the aisle at the thought of the bill.

Whatever your Spring problems—let Schrafft's add to your reputation as a lady who thinks of everything, and always thinks of the best. Order direct from this page or send for our catalogue of candies and cakes.

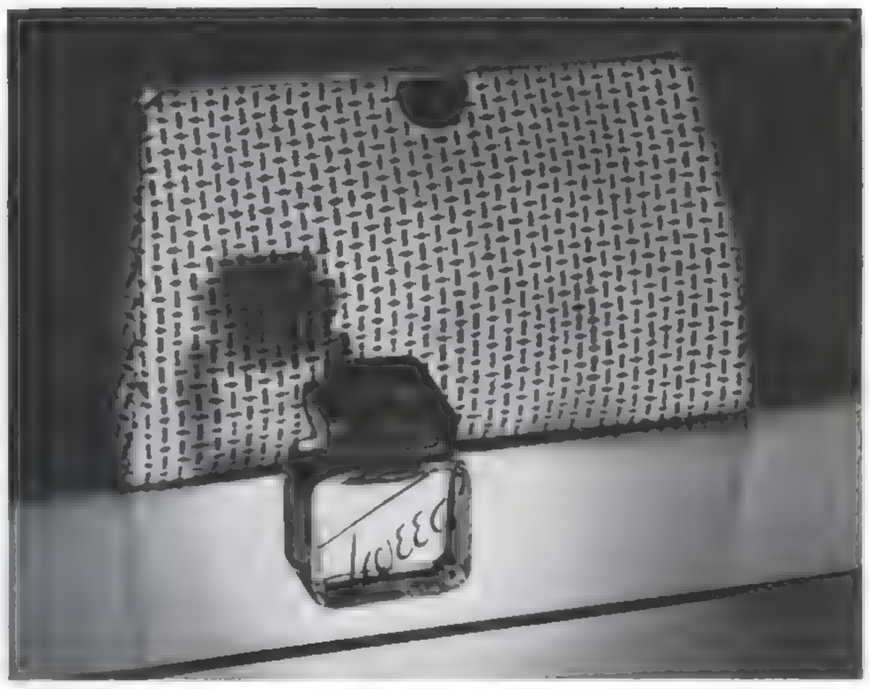


Boxes Photographed	Per lb.
D'Or Elegant	$1.75
Gold Chest	1.50
Floragold	1.25
Dresden	1.00
Dainty Bonbons	.80
Blue Banner	.60



SCHRAFFT'S

556 5TH AVENUE NEW YORK CITY



MARTINUS ANDERSEN

If you are seeking a perfume to complement your spring mood, try Lenthéric's fresh new "Tweed." The tailored fitted bag made of tweed linen is also by Lenthéric

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 106)

to change their lipsticks for the evening as they do to change their dresses. But there are always the little pitfalls of running off in a hurry, having stuck your daytime lipstick in your hand-bag after having made up your mouth with an evening shade, or vice versa. Yardley has systematized all this for you. The newest Yardley vanity-cases have the lipstick cases fastened right onto the powder-cases, but the lipsticks themselves are interchangeable. Thus, when you have finished making up with your daytime lipstick, you fasten it right onto the vanity-case, and there it is to go with you. Of course, if you insist on a single lipstick, Yardley provides a vanity with a non-changeable lipstick attached to the powder-case, but we feel that it would be a mistake not to indulge in the day-and-night venture. The newest version of these cases is in silvery metal with the familiar insignia of the three lavender-sellers in gold metal.

• Up above, you see Lenthéric's new "Tweed" perfume, which has a lovely out-of-doors fragrance and is an inspiration for spring and light clothes and fresh, sunny days. And, in the picture, "Tweed" is posed, fittingly enough, in front of a tweed linen bag, which is also by Lenthéric and is also intended for your spring clothes and sunny days. This bag is the sequel to Lenthéric's fitted evening bag. Inside you will find a little flacon of "Tweed," to carry on the harmony, a vanity-case, lipstick, change purse, and mirror.

Another Lenthéric gesture at this juncture is something called "boudoir rouge," and something we call an inspiration. For it is a large version of compact rouge, intended, as its name implies, for your dressing-table, so you won't have to go seeking about for your little case. And it is sufficiently good looking to be on the top of your dressing-table, too, done up in black-and-ivory, in the manner of the Lenthéric powder-boxes.

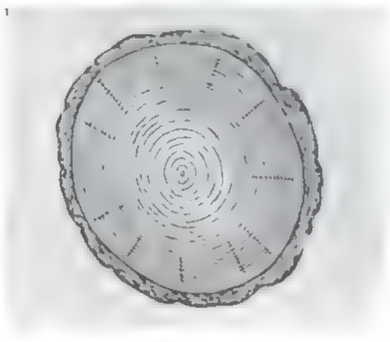
• It is an established fact that women will sit for hours under driers with their hair pinned up in curls, in order to look beautiful and ravishing for a few days. But very few women will take the time to really care for their hair—to keep it healthy and vigorous so that it looks alive and shining always. The manner in which Miss Margaret Cunneen goes to work upon your hair can readily correct this state of affairs, because her ministrations are so pleasant and relaxing that she can quickly become a good habit. For years, she has had the same rooms at 17 East Thirty-Eighth Street, and the same clients, and the worth of her method has been proved over and over. It is a very simple method, consisting of a really good shampoo, hand drying, massage, lamp treatment, and a superior lotion rubbed in according to the needs of your hair. Your hair can be just as sick as any other part of your body, and Miss Cunneen is a specialist in restoring it to health. Furthermore, she will show you how to care for it yourself, which is helpful. No waving or setting is done in this establishment, but the fundamental beauty given to your hair by all this sound care is a good foundation for any coiffeur to work upon.

Here is Daggett and Ramsdell's Easter bouquet. Each blossom is a miniature jar or bottle covered with bright Cellophane. To be had at Stern's in New York



NELSON

LET'S ABOLISH *Birthdays*



Inevitably, inexorably, Nature records the age of a tree... a relentless line for every year. Nature would write the sum of your years as plainly in your face... but you can thwart her!

You don't really mind giving up a few birthdays, do you? (All diamond bracelets transferable to Christmas ... and anyway, what's a diamond bracelet compared to a year of youth!)

Marie Earle says down with birthdays! And she'll give you back that lovely, soft, glowing look you had before you knew there were such things as care and trouble in the world. Don't be skeptical. She can! She'll take your poor, discolored skin and restore it to the nice, clear, vibrant thing it used to be. She'll keep you looking so fresh and young that only the most dreadful cat alive would *dare* guess within ten years of your age.

How? With her quietly, beautifully effective Basic Treatment, a simple, successful formula in just three steps. First, Marie Earle's Essential Cream ... the most penetrating, efficacious, delightful cream you've ever seen. The first coat cleanses, the second nourishes, and you need leave it on only ten minutes. Cucumber Emulsion, Marie Earle's own cherished discovery, goes on over the second application of Essential Cream, to whiten your skin. Then comes Eau Antirides, that soothing, refreshing vintage lotion that makes you feel like an 18-year-old debutante. This simplified Basic Treatment costs but $3, and a trained Marie Earle consultant in your preferred shop will tell you exactly when and how to use it.



Marie Earle's Essential Cream, $1 to $5. Cucumber Emulsion, used with the Essential Cream, $1 to $3. Eau Antirides, a soothing, delightful freshener, $1 to $3.25.

Marie Earle



BED SPREADS FOR SUMMER

Smartly tailored bed spreads—of unusual beauty make a timely appearance. An inspection of these Carlin originals will prove delightful. On display at distinctive shops listed.

Cotton basket-weaves, with deep, decorative fringe . . $19.50
Cool checked piques, smartly trimmed with cotton fringe $17.50
Washable sun-fast crash, adorned with cord and tassels $19.50
Lustrous spun silk summer Bed Spread, $25. Puff to match $22.50

Carlin Comforts include a wide variety of Comforters, Blankets, Bed Jackets, Lace Pillows, Chaise Longue Covers and Travel Sets.

CARLIN COMFORTS, INC., 536 MADISON AVE., N. Y.

Also at Saks—Fifth Avenue, New York
I. Magnin & Co. Shops, Pacific Coast
Neiman-Marcus & Co., Dallas
Scruggs, Vandervoort & Barney, St. Louis
Julius Garfinckel & Co., Washington, D. C.
The Edw. Malley Co., New Haven
The J. L. Hudson Co., Detroit
Sibley, Lindsay & Curr Co., Rochester, N. Y.
Lane Studios, Inc., Montclair, N. J.

Carlin Comforts

HE MARRIED AN ACTRESS

(CONTINUED FROM PAGE 75)

helmet, carrying a spear. He was never paid for this piece of emergency suping. Though Desirée supported him for almost a year, he was never fully repaid for the good work he did as valet, watch-dog, errand boy, and appreciative listener.

STAGE HUSBAND

There have been men, husbands of actresses, who once were normal, but who took to this menial life on the periphery of the stage as if it were dope. Perpetual stage husbands—a more ungrateful and demoralizing rôle than that of a stage mother. But Wilbur, underneath his silent, obedient, mouse-like exterior, suffered and waited for the moment when he should be himself again. He got a job. He was very good at it. He climbed his obscure ladder slowly, steadily, without applause or electric lights. And now, with his own professional career, he has every reason to be content. But his life with her I do not envy.

For one thing, they see so little of each other. When she gets up, when at last coffee in bed and the theatrical columns have given her strength enough to face a new day, he is gone. He has been gone, in fact, for two or three hours. Not only has he done nearly half a day's work at his office, but—since rehearsals when she is not performing, and the emotional strain when she is, make such details impossible for her to attend to—he has done the ordering, taken the children to school, fired the cook if necessary, bought three electric light bulbs and a new mop, and also—though this is a rumour I have never dared to verify by direct questioning—counted the wash. It is hard enough to remain a man under such a burden, let alone be an enthusiastic husband.

They do not see each other until after six, when she has supper, for she must be at the theatre early, to dress, make up, and meditate herself into the proper mood for the night's performance (she is ambitious and takes acting seriously). He spends the evening in a variety of lonely ways. He is not one of those stage husbands who can watch their wives night after night in a play they already know by heart. These solitary evenings have made him preeminent in his profession, and also a passable bowler, for he knows that one must have some relaxation.

COMPROMISE

The great test of their lives, repeated nightly, is the moment when she comes home from the theatre. Her work is over, she is released, she not unnaturally wants to eat, drink, see people, go somewhere, have some fun. They compromise, which results in not enough fun for her and much too late a bedtime for him. He tried for a time to arrange his work so that he could be with her in the middle of the day, only to discover that iron-bound prejudice of business men which assumes that, if a man isn't to be found at his office from nine to five, there is a streak of irresponsibility, not to say looseness in him.

Wilbur always looks a little worn and thin. A life such as his makes it difficult to put on weight, whether physical or spiritual.

But this strain is nothing compared to what might be called the social side of their lives. Her friends are of the stage. His friends are her friends—plus a few certified public accountants. There were never two circles less tangent in their small talk. And there is no talk smaller than the shop-talk of stage people. It is an easy enough gabble to pick up, if you go to the theatre and read a few daily columns. Wilbur, being a sensitive fellow, likes the theatre, but, being also a serious fellow, thinks, rightly, that talk about it before and after public performance—not critical, exploring talk, but a grasshopper-like jumping from one bit of personal intelligence to another—is like talking about the potatoes while they are being peeled. He has picked up enough of the gabble to be polite, but it bores him to the point of prostration.

WHO IS WILBUR?

Desirée's friends, on the other hand, do not know quite what he is. If they ask her—which rarely happens—what he does, she says that she thinks he adds up figures and that probably he adds them up correctly, for he seems to make quite a lot of money at it. They respect this money-making ability in him, as they would in any one, but their interest in him ceases at that point. It does not even extend to knowledge of his last name. They still call him Wilbur; they still refer to him simply as her husband. And as Wilbur, or as her husband, he is known to dozens of stage door-men, who, if he announced himself as the President of the American Institute of Accountancy, which he is, would not realize that this title gives him, in the world of accountants, a distinction equivalent, in his wife's world, to membership in the Barrymore family.

Occasionally, Wilbur lets fall a hint of what struggles go on in his soul. One night, as he walked towards the theatre where she was playing, he noticed that one of the illuminated letters which spell her name over the door was extinguished. He says this gave him a perverse pleasure, akin to revenge; it gave him a foretaste of that time which I know he often half-consciously longs for, when she will be a little older, and therefore less of a star, and therefore more his.

How a chance discovery . . *by a university doctor* MADE A WOMAN'S SKIN GROW YOUNG



Microphotos taken at leading university, showing skin before and after use of Vita-Ray Cream. Amazing improvement is even more graphic in large size sent free on request.



THIS BOSTON DOCTOR KNEW that too intense x-ray . . . like age . . . often "dries out" *cholesterin,* the element that supplies Vitamin D to the capillaries—the *only* source of nourishment for the skin.



BUT HOW TO *replace* Vitamin D? "Suppose," he reasoned, "we combine Vitamin D with *cholesterin,* which skin *can* absorb. Perhaps this life-giving Vitamin D will be *absorbed with it* to revitalize tissues."



HIS REASONING WAS SOUND. Harmful effects of x-ray were reduced! But something else happened! The skin, *wherever vitamin cream was applied,* became younger—freer from dryness and lines.

Praised by Beauty Editors — Tested by Good Housekeeping

Vita-Ray can Bring Surprising Loveliness to You

AT LAST A WAY HAS BEEN FOUND to feed Vitamin D direct through the pores . . . with Vita-Ray Cream. And results have astonished doctors who tested this vitamin cream on "normal skins," "dry" skins—skins of every type.

From the first day complexions took on a new delicacy. Pores were restored to normal size. Skin lost its dryness. Even the exacting tests of microphotographs revealed an amazing change. *The skin was actually growing young again.*

firmer and fresher and younger again. Lines and wrinkles will begin to grow dim and become smoothed out. What Vita-Ray *has done* for others it *can* do for you.

Vita-Ray also contains special cleansing ingredients and it is used just as you would any other cream. After your pores are thoroughly cleansed apply another thin film and leave it on as a powder base. Thousands of women have found that Vita-Ray is the one *all-purpose* cream for day and night. And it is *one* cream scientifically tested to make the skin grow younger again.

*Invited to Hall of Science

Beauty editors of leading publications, invited to view these experiments, commented upon the amazing record. Good Housekeeping tested and approved Vita-Ray Cream, authorized the use of its seal.

Then, a crowning triumph!* Vita-Ray, because of its vitamin research, was invited to sponsor the vitamin exhibit in the Hall of Science at A Century of Progress. And this scientific discovery has already become the choice of patrons in many outstanding stores.

If you use just one jar of Vita-Ray Cream . . . your skin will look *noticeably* younger. It will feed the wonderful sunshine Vitamin D through to the tiny capillaries—the sole source of nourishment for the skin.

Soon any enlarged pores you have will become smaller. Your complexion will take on a new softness. If your skin has a tendency to dryness it will become

Seeing is Believing, Try Vita-Ray Under this Inviting Offer!

Only the most outstanding stores have been appointed to sell Vita-Ray. If your favorite store hasn't yet been selected—mail coupon with $1.00 for a 30-day supply. Unless you begin immediately to find the freshness and beauty which Vita-Ray gives, we will refund your money without question or delay.



Every jar contains 750 A. D. M. A. Vitamin D units to make your skin fresher, younger, lovelier.

Vita-Ray
VITAMIN ALL PURPOSE
CREAM

Good Housekeeping Bureau

MAIL THIS COUPON

VITA-RAY Corp., Lowell, Mass.
Sirs: I enclose $1.00 for a jar of Vita-Ray Cream to be sent postage prepaid. (If living in Canada, send $1.50 to Vita-Ray, 73 Adelaide St. W., Toronto.)

Name_____

Street and No._____

City_____ State_____ V-4-15

When you wear Gardenias

does your complexion put their texture to shame?



My famous Nourishing and Firming Treatment is created to give to all skins the lovely, velvety bloom . . . the exquisite, unwrinkled, firm texture . . . which are the essence of true beauty.

First you must choose the Nourishing Cream which meets the individual needs of *your* skin.

Every Skin needs Nourishing . . .

If you have a dry or sensitive skin, you need my *Special Texture Cream*. Rich and bland, it keeps the skin smooth, soft and pliant, and prevents dryness with its attendant evils . . . wrinkles and roughness. $2.25, $4.25, $8.00.

If your skin is still young and smooth, *Skin Youth Cream* is for you! It protects your fragile loveliness and *keeps* your skin youthfully smooth in defiance of dry, overheated rooms and the harsh, coarsening effects of wind and weather. $1.00, $1.75, $3.00, $5.50.

If your skin is beginning to look old and worn, *Rich Tissue Cream* will enrich it. The fine oils go deep into the pores and restore smoothness and vitality to impoverished tissues! $1.50, $2.75, $5.00, $9.00.

Follow Nourishing by Firming

Now, after you have nourished your skin deeply, you are ready for your firming, refining astringent.

Violet Astringent closes relaxed pores and tones the average skin to a healthy firmness. $1.00, $1.75, $3.00. The older skin needs *Astringent Double Strength* to tighten large pores, normalize oiliness and help "pick up" drooping contours. $3.00.

Follow this simple, effective treatment faithfully and your skin will respond with a new, lovely, velvety fineness of texture!

The better stores have my preparations and booklets, or you may write to me direct at my Salon, 655 Fifth Avenue, New York.

Kathleen Mary Quinlan

STYLIST IN BEAUTY

Copyright, 1935, by Kathleen Mary Quinlan, Inc.

SHOP-HOUND TIPS

(CONTINUED FROM PAGE 104)

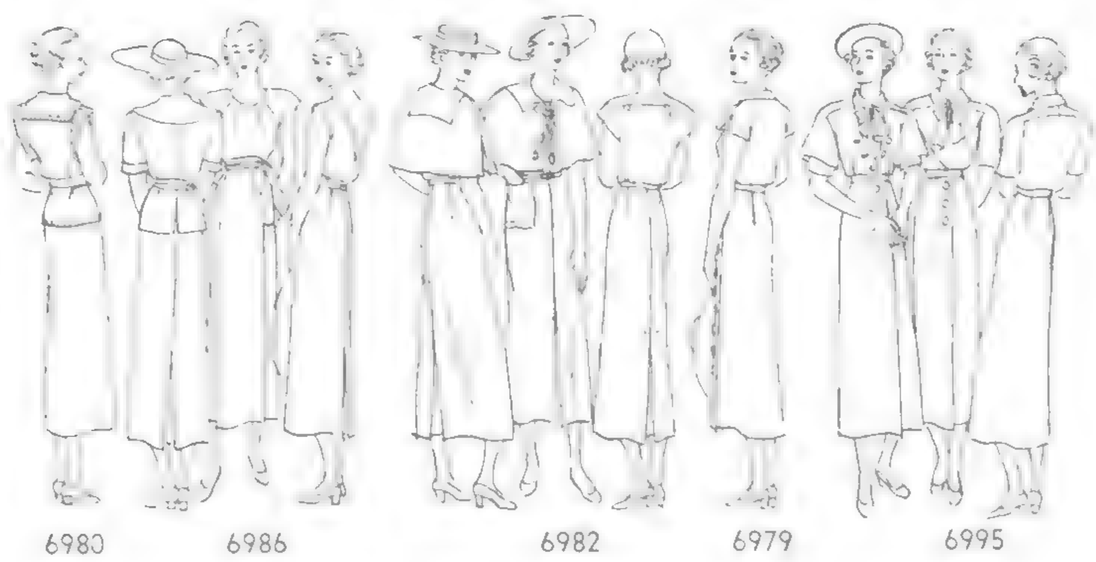
Everything is made in the workrooms of the Crippled Children's School for handicapped women, and no more beautiful hand-work comes out of French convents. Some of it is done by one-armed women, which seems incredible when you see the work. The women are trained and paid a living wage, and the place is so admirably run that there actually are profits for the workers. Imported lingerie is copied here, and nothing is used but the best silks and laces. The monograms are superb, and this establishment doesn't care whether the initials are put on their linen or yours—anything to keep their women busy. It's not expensive, considering the work. A four-in-one silk travel-case, for instance, with a place for lingerie, stockings, gloves, and handkerchiefs, with a monogram, costs about $10.50. I saw a white sheer silk crêpe and d'Alençon lace bridal set—very lavish and beautiful, the nightgown of which cost about $24. I can't think of a more satisfactory place to go for any hand-work.

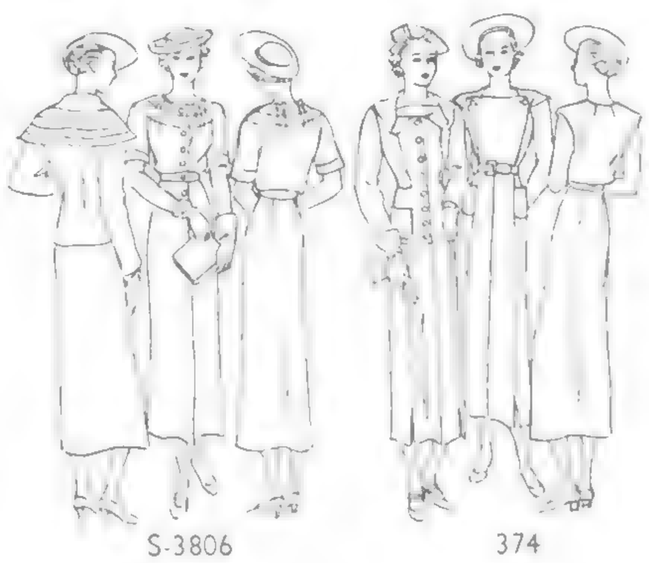
• The bride has more than her trousseau problems to keep her awake at night—she can rack her brain for something original to give her matron of honour and her bridesmaids, and she can go quietly mad doing it. The wedding-day is the bride's great day, and she wants it remembered. If the groom furnished good-looking ushers, the bride could give the bridesmaids tin spoons and still be remembered in their prayers, but, even then, it's nice to cement this good feeling with effective gifts. And don't forget that bridesmaid's gifts should always be something that they can wear or carry, because they love to show them around.

There is a good idea lurking in the Louis XIV. Antique Shop at 154 East Fifty-Fifth Street. Ask Mr. Miller to get down his chest of old paste, and you will find combs, bracelets, pins, buckles, and what-not—all old and full of charm. Mr. Miller will make these over into anything you like. You could present the matron of honour with a paste bracelet and the bridesmaids with paste pins or earrings, and the price won't stagger you. If your fine man asks you what token he could offer so that you will be sure to remember your altar date, you might suggest the Bishop's cross paved in chrysolite—a gleaming, glittering, and rare white stone mined in India. Imagine yourself in a mediaeval gown walking down the aisle with stately grace, carrying a white prayer-book from which this lovely old cross hangs—but don't try it unless you are the type.

• Cigarette-cases or compacts are good, safe gifts, and you can get amusing ones for (Continued on page 120)

DESIGNS FOR DRESSMAKING





Tailored, casual clothes, the sort you wear for sports and spectator sports; a perfect ensemble for town and country; and a silk dressmaker-type suit are all sketched here. They're also illustrated on pages 82 and 83. Designed for sizes: 6980, 6986, 6995, and S-3806 in 12 to 20, 30 to 38; 6982 and 6979 in 12 to 42; 374 in 14 to 40

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; 1196 THE MERCHANDISE MART, CHICAGO, ILLINOIS; OR 523 MISSION STREET, SAN FRANCISCO, CALIFORNIA; IN CANADA, 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES WILL BE FOUND ON PAGE 151



Patricia Ellis and William Gargan in a production shot from **"KING OF THE RITZ."** *This new Warner Bros. picture features the 1935 Buick.*

On the Silver Screen..where the Styles are set

. . . *Buick plays the lead!*

Style of a motor car in the pictures must be modern and individual. So Hollywood—originating the brilliant styles which a nation adopts from the screen—chooses Buick for big hit productions. Modish in the spirit of these sophisticated times, this beautiful Buick style is worthy of your inspection—just as it is worth the while of your motor car investment to take out a 1935 Buick for a trial drive. It is one thing to have style. But it is quite another to have, along with it, the quality and performance, the dependability and safety of a Buick. Luxury of room you want, too, with the smoothness of Buick's Knee-Action gliding ride and the security of safety brakes and safety glass. In Buick you enjoy the unprecedented ease of many automatic features, sureness of control, and performance which you will list as the most polished in all motoring. Twenty-five beautiful models in four series, $795 to $2175, list prices at Flint, Michigan. Prices subject to change without notice. Special equipment extra. Favorable G. M. A. C. terms.

Buick 1935

$795 *and up, list prices at Flint*

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM


"TREASURE" SOLID SILVER
MARY II
WILLIAM & MARY
AMERICAN DIRECTOIRE
CORONET
GRANADO
EARLY AMERICAN ENGRAVED
CHARLES II



MODERN CLASSIC—within those two words lies a whole world of meaning. Modern . . . yes, completely so . . . yet classic in the simplicity and perfect proportion that assure survival through generations of changing taste.

Robert Locher, master of contemporary design, created this pattern for TREASURE Solid Silver. It has met with unusual acclaim from brides making their first important decisions on this matter of tableware—and from experienced hostesses who want Sterling which will be in tune with new china and glassware and linens.

Look, too, at the other TREASURE patterns. Each one has a definite character which proclaims it perfect for a certain decorative scheme. Fashions in tables have changed—they will continue to change. But it is hard to imagine a setting which would not be improved by the presence of TREASURE tableware.

If you will tell us which pattern interests you most, we shall send a booklet "The Modern Way to Choose your Silver". Merely address: Dept. A-23, Rogers, Lunt & Bowlen, Silversmiths, Greenfield, Mass.

STERLING 925/1000 FINE

MODERN CLASSIC

IN "TREASURE" SOLID SILVER



excitingly new ...the American Golfer frock...

Made of Genuine Lorraine Shir-o-Shakkar. The most practical and smartly designed frock yet devised for the golfer and out-of-doors active woman. Bi-swing pleats, hi-lo collar, in colorful checks and stripes, including the new Jeweltones ... ruby, sapphire, amber and white. The name Lorraine warrants the fabric integrity. Tubs without ironing ... won't shrink or fade. Two-piece with ted bottom, also one-piece model if you prefer $5.95

SIZES: **Misses' 12-20, Women's 34-44.**

SOLD AT: **Best & Co., New York**
Marshall Field, Chicago
OR FAVORITE STORE IN YOUR CITY

Made by STRAUS, ROYER & STRASS, Inc.
Baltimore, Md.



THOSE NEW WORDS

ACCORDION PLEATING—The kind of pleated skirt worn before the War—and now swishing back into fashion with great gusto

ALBÈNE—A rayon fabric notable for its phenomenally dull mat finish. Example, the white jersey d'Albène used by Alix for the dress that is shown on page 57 in the March 15 issue of Vogue

AMARANTH—A ravishing new shade of purple—definitely tinged with red. Much like amaranth flowers or bleeding-hearts. Mouth-watering when combined with lilac and rose

AMBER—Patou's new beige-yellow. It's exactly the shade of amber beads—a luscious colour at night and very smart, too, for daytime bags and blouses and scarfs

BALILLA HEMP—A new linen from Italy—which Schiaparelli named after the Fascist salute, *Balilla*. Some of her nicest summer things are of it—in fine or coarse weaves

CABRIOLET—A sweet off-the-face hat of Kate-Greenaway character, often tied under the chin—seen in many collections—, reminiscent of the hats that women wore when they rode in cabriolets. You can see it in the sketch at the right



CARBON—A new blackish blue tone for spring day suits. It's practically identical in shade with that of a typist's carbon-paper, deep and subtle in tone. A very flattering variation of the perennial navy-blue

CHÈVRE—The skin of the humble goat. It's being used to make many of the most aristocratic new bags that smart women are carrying with their spring suits and frocks



CHITON AND TOGA—What the Greeks and Romans call their draped robes. It's now synonymous with all the goddess-like drapery that is seen on Vionnet's, Lelong's, Maggy Rouff's, and Alix's evening dresses

CLAY—It may mean mud to geologists, but, in fashion etymology, it's the newest colour for accessories to wear with a grey suit. It's the colour of the rough flower-pots which you see in hothouses

CRÊPE BUVARD—In French, *buvard* means blotting-paper. This new silk crêpe, in constant usage at Lelong's, has a surface as mat as blotting-paper

DERVISH TULLE—A new, very coarse, very shiny, very stiff rayon tulle that looks exactly as though it had been lacquered. It's often printed with huge flowers



FAN—Here's another archaism that has come back into the language. What modernizes this newest gadget is that it is now made of glass that's clear as crystal and often hung from the wrist with narrow straps of gold kidskin

GALUCHAT—A fine water-snake skin that Alexandrine is using, this season, to make extremely chic gloves

GREAT BEAR—What Schiaparelli calls her new printed silk. It has a jet-black ground on which is strewn the constellation of the Great Bear. It's extremely effective, and Schiaparelli uses this material to make her charming "Lucky" dresses for daytime. (Continued on page 118)

To Really Get Rid of Arm and Leg Hair

NO MORE RAZOR STUBBLE OR COARSENED RE-GROWTH

Solves the Hair Problem as Women Have Always Hoped It Would be Solved



Now one can actually *get rid* of arm and leg hair. Can, once and for all, banish the coarsened re-growth, the bristly stubble that follow the razor.

This is due to a new scientific discovery by one of the leading cosmetic laboratories of the world. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

What It Is

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone—gone so completely that, even by running your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation *definitely ends after-razor "stubble"*.



When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.

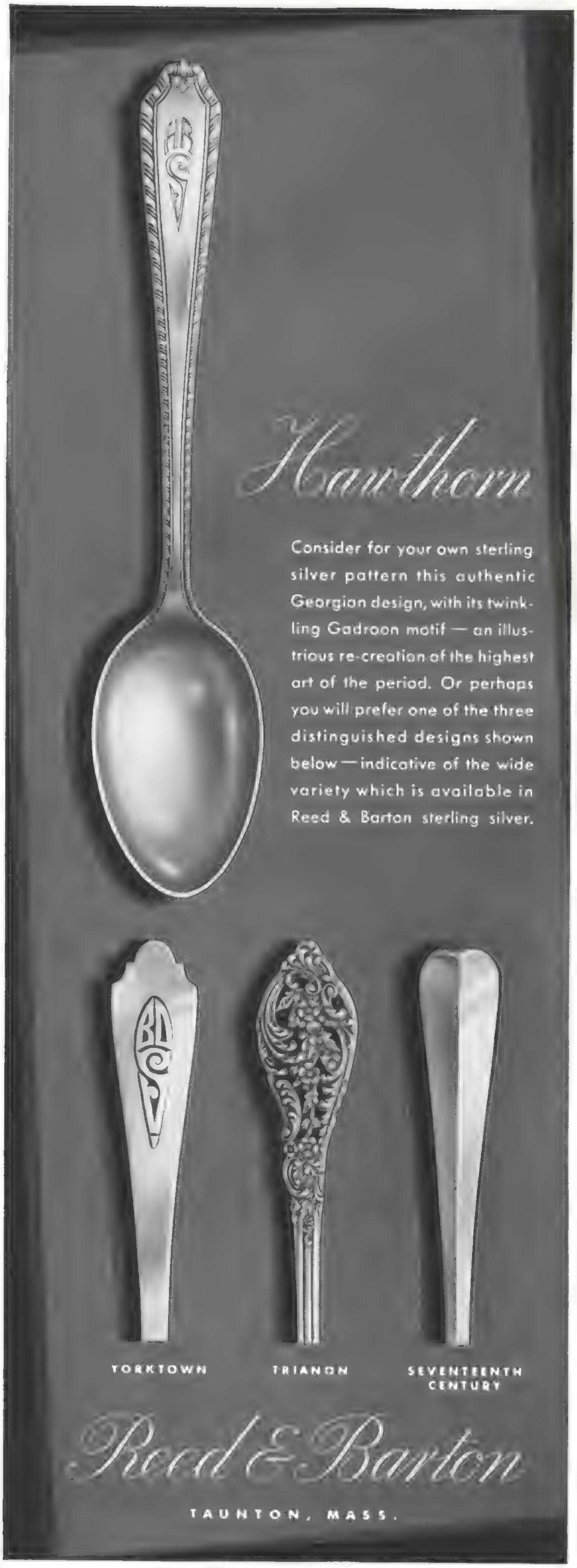
The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

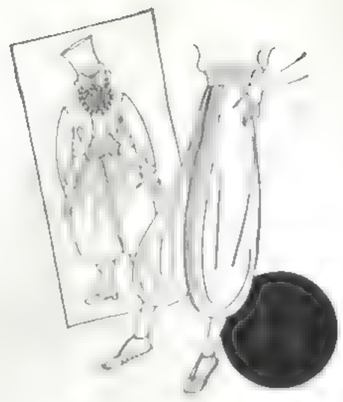
Where to Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

Neet

CREAM HAIR REMOVER





THOSE NEW WORDS

HAREM—Meaning those bloused-under hems, rooting from the Turks or Zouave, which Mainbocher brings back for day and evening dresses



IHRAM—Literally, the head scarf that a Mohammedan pilgrim wears on the way to Mecca. But Schiaparelli means a head scarf that you wear on the way to a party—a mysterious and very seductive bit of drapery that goes over your head and is attached to your evening dress



LINOLEUM—Not kitchen flooring, but the stuff of which many new belts are made—belts wider than anything that ever heretofore was used to control your girth

MAUVE—The colour that made a decade famous—now a rage for evening dresses

MICA—Schiaparelli calls it glass, the minerologists mica, but it's the transparent substance—not breakable like real glass—that is being used to make amusing fans, hats, jackets, belts, even Cinderella slippers



NAIL AND BABOOSH—The first is pronounced "Na-heel," or "No-heel." This is the absolutely heelless Arabian sandal Alix puts on feet at night. The second is another heelless evening slipper—of Turkish derivation. It's of satin and hugs the foot

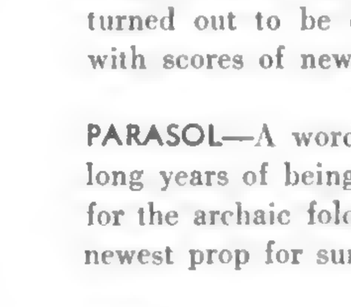
NEWSPRINT—What looked like newspaper hats, blouses, and dresses at Schiaparelli turned out to be chintz that was printed with scores of news clippings

PARASOL—A word to put back in your vocabulary after long years of being obsolete. But it's no longer the name for the archaic folderol of a Gibson Girl. Instead, it's the newest prop for summer-time scenes

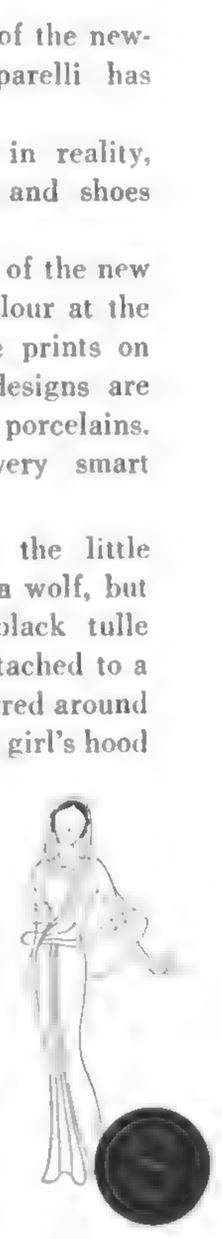
PEBBLES—Not stones on the beach—but some of the newest and most amusing buttons that Schiaparelli has

PECCARY—Often mistaken for pigskin, but, in reality, it's the skin of baby boar—used for gloves and shoes

PORCELAIN—Not dinner china—but the name of the new pure white that is the last word in evening colour at the moment. Second meaning: the porcelain-white prints on black grounds, so called because the white designs are made with the first process of making fine porcelains. Either way, porcelain is very good and very smart



RED RIDING-HOOD—Not the little girl who had trouble with a wolf, but Mainbocher's enchanting black tulle evening bonnet, which is attached to a billowing tulle cape and shirred around the head like the story-book girl's hood



SARI—A word that Alix has put on all Western tongues. It means an exciting evening dress like the principal garment of Hindu women—a bordered gauzy fabric draped around the body, with one end thrown carelessly over the head

SEROUAL—The local word for the Arabic bloused pantaloons that Schiaparelli and Alix are ushering in for beach wear. They end just below the knee and suggest a bloused harem or Zouave skirt (Continued on page 120)



Clad IN BEAUTY'S Armor



• BEAUTY AWAKES . . . as a budding flower unfolds . . . naturally, radiantly. To enhance this natural loveliness is the purpose of the Du Barry beauty ensemble. After the skin has been thoroughly cleansed with Du Barry Cleansing Cream and Du Barry Skin Tonic and Freshener, smooth Du Barry Foundation Cream over face and neck. Your skin needs this protective and finishing make-up base. Then blend Du Barry Cream Rouge over your cheeks. Bring out the tender curve of your lips with Du Barry Cream Rouge or Du Barry Lipstick. Dust a film of Du Barry Face Powder over face and throat. For the final touch a bit of Eye Shadow blended softly over the eyelids, the lashes discreetly darkened with Lash Beauty. The Du Barry Beauty Preparations are sold in fine shops everywhere. *Richard Hudnut*

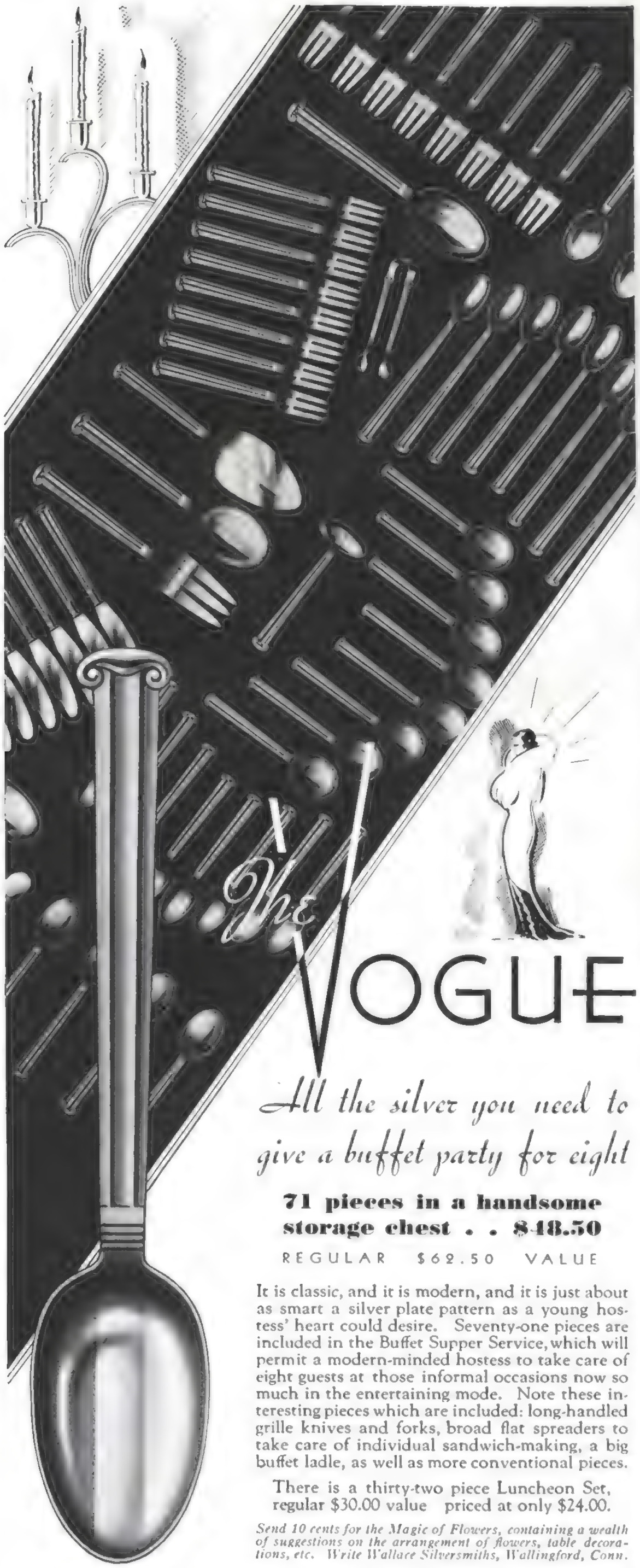
☆ ☆ ☆

SPRING COMES FIRST TO THE SPORTS ROOF *at New York's Richard Hudnut Salon, Six Nine Three Fifth Avenue. Skip rope, play badminton and tennis, breathe in nice fresh spring air! There's an invigorating experience for you! It's under the personal direction of Ann Delafield. Telephone PLaza 3-6930.*



DU BARRY
Beauty Preparations

New York RICHARD HUDNUT *Paris*



All the silver you need to give a buffet party for eight

71 pieces in a handsome storage chest . . $48.50

REGULAR $62.50 VALUE

It is classic, and it is modern, and it is just about as smart a silver plate pattern as a young hostess' heart could desire. Seventy-one pieces are included in the Buffet Supper Service, which will permit a modern-minded hostess to take care of eight guests at those informal occasions now so much in the entertaining mode. Note these interesting pieces which are included: long-handled grille knives and forks, broad flat spreaders to take care of individual sandwich-making, a big buffet ladle, as well as more conventional pieces.

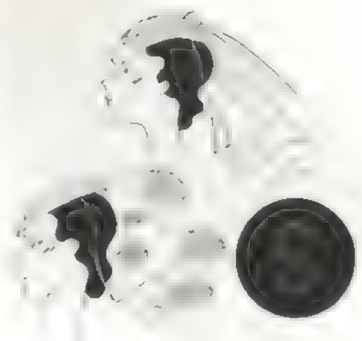
There is a thirty-two piece Luncheon Set, regular $30.00 value priced at only $24.00.

Send 10 cents for the Magic of Flowers, containing a wealth of suggestions on the arrangement of flowers, table decorations, etc. Write Wallace Silversmiths, Wallingford, Conn.

WALLACE MADE

Luxor Plate

THOSE NEW WORDS



SUIVEZ-MOI, JEUNE HOMME—Slang or wisecrack of the Paris boulevards—but that's what the French call all the new veils that flutter flirtatiously off the stern of the new hats for spring

TOPI—Colloquial term for the pith sun-helmet Bengal Lancers wear. Now interpreted into a perfect hat for Western women—even to the dust-veil. Maria Guy and Marcel Rochas did the interpretation

VEAU VELOURS—Verbatim, it means velvet calfskin. Not ordinary calf, but calf the skin of which has been brushed, rubbed, and worked until it has a surface as smooth as velvet. Some of the nicest gloves of the season are being made of Veau Velours

WATERSKINS—Schiaparelli's new coined word for raincoats—meaning her new impermeable linen swagger coats that you would never dream were rain shedders—so exactly like linen jackets are they in appearance. To wear for rainy-day chic, these ingenious coats couldn't be better

SHOP-HOUND TIPS

(CONTINUED FROM PAGE 112)

very little money. Saks-Fifth Avenue have long, flat, basket-weave design, engine-turned cases in gold with black composition ends—very, very smart and large enough to hold a package of cigarettes. There is a large square compact for loose powder to match. Each of these costs about $7.50.

• Alice Marks has alligator vanity-cases with places for cigarettes, powder, money, and such essentials—very new cases that have a bride-y look about them, particularly the white ones. They are made in all pastel shades and cost about $10 each. This shop is so grand about wrapping up gifts that anything from there is sure to be a success. And 19 East Fifty-Second Street is the address, in case you don't know it.

• One word for the bride's mother who passes the weeks before the wedding alternating between sentimental delight and vague misgivings; wondering whether, if she had it to do all over again, she wouldn't choose a career instead of marriage, and yet pleased, withal, that there is no chance of her daughter's being an old maid. Father can display his pride when he walks up the aisle with a vision in white on his arm, but there is no dramatic moment for Mother. The best she can do is to look so distinguished that the groom will see the possibility of his bride being desirable twenty-five years later.

This means being dressed with distinction. No one is better at this sort of dressmaking than Bouslogue (at 9 East Fifty-Seventh Street), who has been quietly making admirable clothes for ladies with background for years. This sounds a little snobbish, and so it is, for her clothes, her salon, and Bouslogue herself are all definitely distinguished, and any one who doesn't desire distinction would be foolish to go there. She works in New York just as if she were in Paris, using beautiful fabrics, and searching out artisans to do fine hand-work on her gowns. Bouslogue is responsible for the processed velvet that is now widely used, but rarely as effectively as she manages it. She has a magnificent cape of a warm pinky sand colour, with vivid colours inserted in the collar (about $125). Under it, there is one of those intricately cut, absolutely simple-looking gowns at which Vionnet excels. It has a high neck-line, and, with the addition of sleeves, it would be a perfect wedding-reception gown (about $125). A pale grey chiffon dress accordion plaited all over has mother-of-pearl flowers at the waist and bordering the blouse, and this, too, would be good (about $135). Bouslogue prefers to design at-home clothes, reception and evening gowns. However, this spring she has done a series of week-end costumes for women. These clothes are designed to fit every contingency except active sports and evening wear. Bouslogue is some one to remember if you love beautiful, individual clothes and want to dress like a woman and not like a young girl.

• Rather than pester your friends who have already gone through the wedding ceremony—when you are puzzled about wedding etiquette, you had better get a copy of the *Wedding Embassy Year Book*, by Marie Coudert Brennig. She goes into every type of civil ceremony, covers all the invitations and announcement problems, gives reception and breakfast menus—in fact, there isn't a single point of etiquette that she doesn't solve. It really will make your wedding much easier; and, if you rely on the book, you won't be torn asunder by the contradictory advice of your friends. The Wedding Embassy is at 32 East Fifty-Seventh Street, and Miss Brennig will be glad to take care of the tiniest detail of your wedding—or the whole thing.

• I saw the Charis fashion show of corsets, the (Continued on page 121)

Today a brilliant

NEW LaSALLE

with flashing new performance

ENTERS A LOWER-PRICE FIELD



$1225

and up, list price at the Cadillac factory, Detroit, Mich. Offered in four models. Model illustrated, the Four Door Touring Sedan, list price, $1295. Special equipment extra. La Salle is a product of General Motors, and available on convenient G. M. A. C. terms.

CADILLAC is proud today to announce its latest achievement . . . a brilliant, flashing new La Salle, with . . .

PERFORMANCE of an inspiring new type . . . responsively eager in traffic, swift and unlabored on the hills, faster and smoother on the open road. Yet performance that carries with it new economies of operation.

STYLING . . . that is smarter than that of the style-setting La Salle of last year.

SAFETY . . . that includes the latest Fisher contribution to motoring security . . . the solid-steel Turret-Top body. And big, capable, hydraulic brakes.

QUALITY of unusual character. . . . Throughout its sturdy chassis and throughout its luxurious interior, trimly tailored in quality fabrics, the new La Salle is a tribute to fine car ideals. This is but natural . . . for it is designed and built by Cadillac.

The new La Salle is now on display at the salesrooms of your Cadillac-La Salle dealer. You are cordially invited to see it and to drive it . . . to judge its exceptional value and its brilliant performance for yourself.

CADILLAC MOTOR CAR COMPANY



Other Martex colors—blue, coral, orange, red, orchid, brown, black, pink, peach, gunmetal

Towels that bloom in the Spring

Note to Lucky Brides: You will find in the years to come that Martex bath towels seem to grow even lovelier with age. Their deep, fluffy texture and lasting beauty will resist years of daily use and weekly laundering. Every soft thread is held securely in place by the famous long-life Martex underweave. Wellington Sears Company, 65 Worth St., New York.

Martex

SHOP-HOUND TIPS

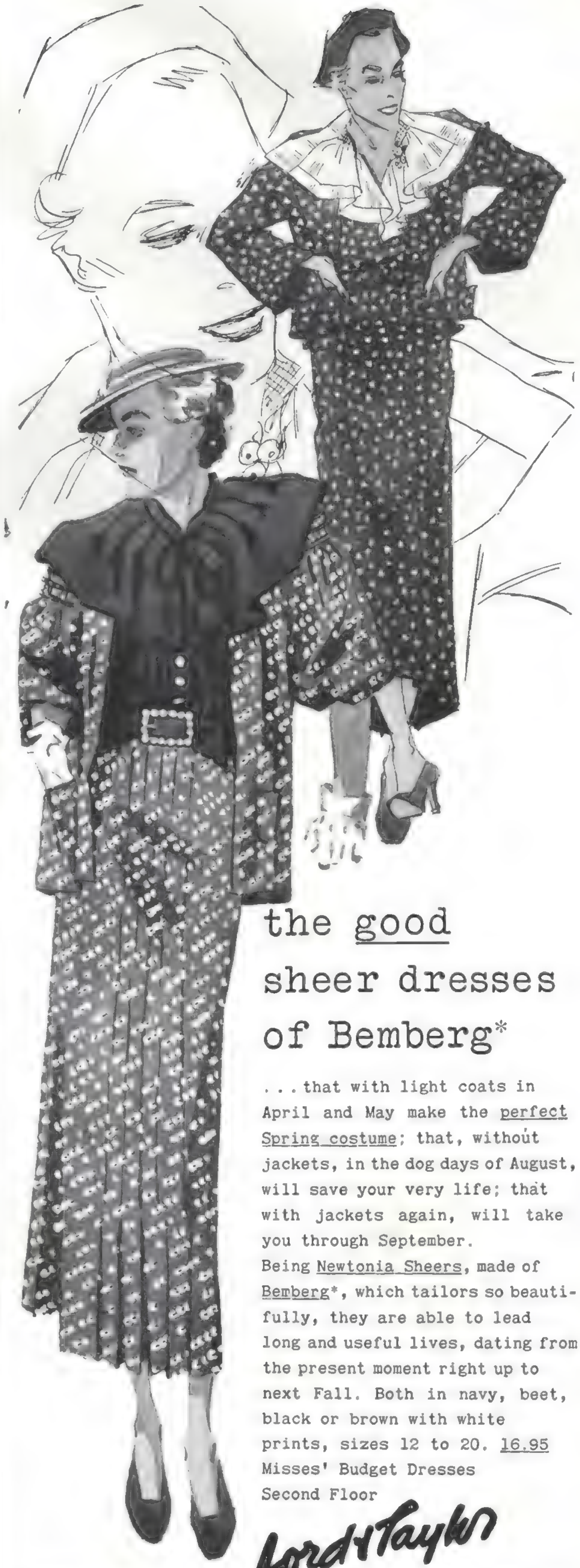
(CONTINUED FROM PAGE 120)

other day, and I was thoroughly impressed by the beautiful construction. There was something architectural about the models—not to mention the good retaining work that they do. Charis (11 West Forty-Second Street) has been working on all-in-ones that will hold in the heavier figure by their clever cut, rather than by squeezing. I can't explain how a corset is cut without drawing diagrams, but I can vouch for these as being effective at making the best of your figure. Charis distributes corsets throughout the country—just look in your telephone book and call the number, and a representative will call on you. You can choose your model leisurely in your own home, and then have it fitted by an expert in one of the Charis fitting offices. Charis corsets are designed for the woman who needs control, but there is a line called "Swavis" for the slight, youthful figure. All of these corsets range in price from $4 to $12.75, and they couldn't be better designed or better made for the job that they have to do.

• Robert Dudley owes his career as a hat designer to that old phrase, "I haven't a thing to wear." A girl pulled this on him one night when he arrived to take her to a party, and he took her hat and turned it into something so dramatic that no one at the party bothered to look at the rest of her clothes. Every other woman there wanted him to play tricks with her hat, and—well, one hat led to another, and he made good publicity, and that is the way young designers are born. You know, that old human interest story. Anyway, he made good hats, and one of those enterprising department stores heard of him and put him in charge of the French room and sent him to Europe a few times. He learned a lot—enough to start a shop of his own, at 675 Madison Avenue, where he has a large following of women who like hats that make conversation. His colour sense is excellent, and you would do well to get your hat of milan straw, cut off square in front and dyed the most beautiful shade—like Bordeaux wine that has been spilled on the table-cloth. This hat is trimmed in a green-blue shade. He has a rough shantung straw with an inch of fringing around the brim—very flattering. His hats are a little mad—but not very. And what fashion writer would dare leave out that favourite hat adjective, "mad," if she wanted to put over the fact that the hats are smart? Mr. Dudley's prices begin at around $15.

• Have you by any chance heard that it is smart—very smart—to wear flat-heeled shoes? Vogue has been spreading the news, and just look about you and see if Vogue isn't right. J. and J. Slater have a thorough collection. They call it their symphony in three flats—comprising daytime, sports, and evening models. Their heelless evening sandals are among the best in town, very graceful and Grecian looking. The trick is that the heels are deftly built up on the inside, so that you walk with your usual grace and comfort. They'll show you some amusing 1911 pictures of Mrs. Vernon Castle in "Watch Your Step," in which she wore Slater-made cothurns; whether you are interested in the shoes or not, the old photographs are amusing. Slater's daytime flat heels are on Oxfords, pumps, or one-strap models made of soft leather punched full of holes, which seems to be the current fashion in shoes. There are, also, short-vamped high-heeled models that take inches off your foot and don't look a bit Broadwayish. I've never seen why it was considered aristocratic to wear long, narrow shoes that make your feet look like gondolas if they are above a size six. Slater prices start at about $8.75 and go up to around $16. Of course, this firm has always had a very superior made-to-order service patronized by our better families. There are plenty of women in New York who would consider it heresy to wear any other shoes. In this department, shoes start at about $35 and end by lasting a lifetime. See these in their new Madison Avenue shop, which is full of attraction; while you are there, get some of those divine two-thread stockings copied from the French, with clocks, invisible seams, low toe and heel guards and all. The price is only about $2.50 a pair.

• Way back in the dim past known as the Gay 'Nineties, Knox—The Hatter began making hats for women. That was what has always been remembered as sailor days. This season is going to be a natural for them—it is a sailor season again, and if any one in this wide, wide world knows its sailors, it is Knox. And what a far cry the 1935 sailors are from the sailors of the '90's! One only has to turn through the old Knox scrap-books to see how stiff and uncompromising the smart sailors were in those days—if a spring breeze lifted the sailor from a Gibson Girl's pompadour, it rolled down the street like a hoop. To-day's sailors are infinite in variety, from the broad, flat one copied from Molyneux to the saucy Bretons—and a dozen or more different ones in between. And from those stiff straws "nicked" along the edge, Knox has progressed to soft milans, air-light bakus (dyed in the most eatable colours), easy-on-the-brow ballibuntls, and a rough straw that looks bulky, but isn't. In addition to a whole crew of sailors, this establishment is showing town and sports hats from which you may select an entire summer wardrobe—and not make a single mistake. On their fashion toes as they are, you will find hats with chamois coloured bands and bows to tie up with your chamois gloves and belts. Knox hats are in all the Knox shops. The prices start at about $10.



the good sheer dresses of Bemberg*

. . . that with light coats in April and May make the perfect Spring costume; that, without jackets, in the dog days of August, will save your very life; that with jackets again, will take you through September.
Being Newtonia Sheers, made of Bemberg*, which tailors so beautifully, they are able to lead long and useful lives, dating from the present moment right up to next Fall. Both in navy, beet, black or brown with white prints, sizes 12 to 20. 16.95
Misses' Budget Dresses
Second Floor

Lord & Taylor

Fifth Avenue—New York

*Reg. U.S. Pat. Off.



SHE SAVED

2

DOLLARS—

and lost two arches!

Let's look at the shoe that saved two dollars and lost two arches.

Now, even if it were made of Florsheim quality leathers . . . which it isn't.

And, even if it had the custom grace of Florsheim workmanship . . . which it hasn't.

Or, even if it possessed the style and delicacy of Florsheim lines . . . which it doesn't.

It still couldn't give you the two-purpose exercise and support of the Two Piece Feeture Arch!

But even supposing you could match a Florsheim Shoe at a two dollar saving . . . which you can't . . .

Where is the economy in sacrificing Two Arches to save Two Dollars ! ! *Style Illustrated,* The GLENORE, in brown, W-183.



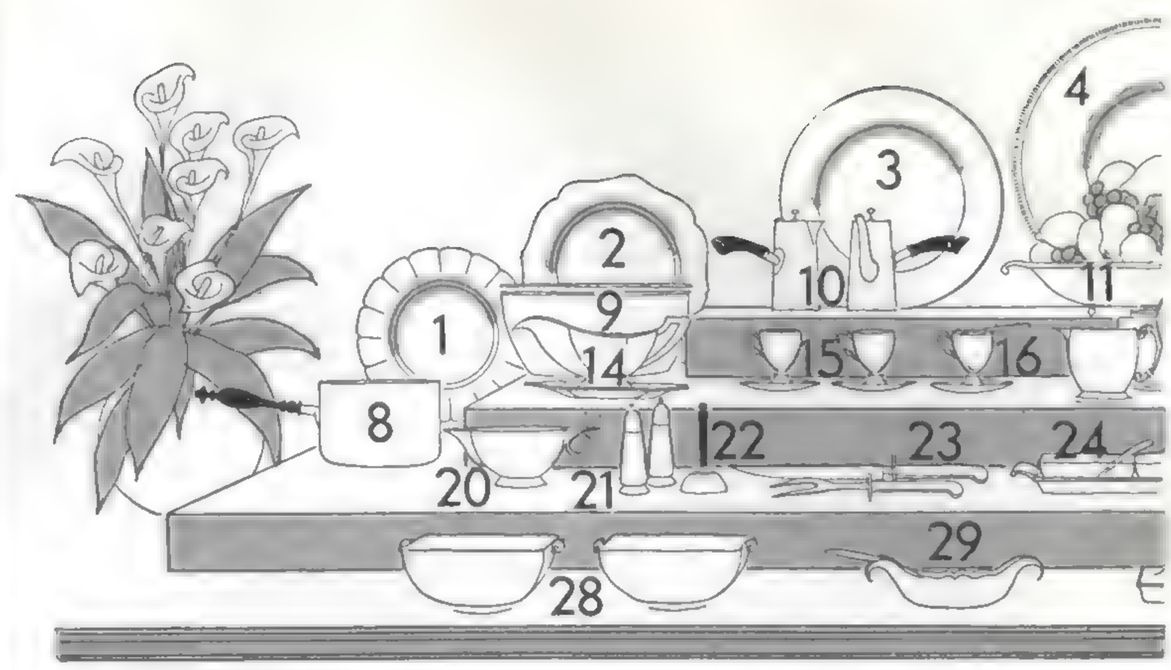
MOST STYLES

$8.75

FLORSHEIM

SHOES FOR WOMEN

THE FLORSHEIM SHOE COMPANY • *Manufacturers* • Chicago



WEDDING GIFTS OF SILVER

• Sketched above is a black-and-white counterpart of the colourful shop-window of wedding presents that are shown in the photograph on pages 76 and 77, with numbers added, for identification. And below is a detailed description of each one of these useful gifts. The shop-window setting was designed by William Bayard Okie, junior, and the charmingly arranged fruit in the same photograph is from H. Hicks and Son. As for where you can buy all the gifts, turn to page 124, and you will find a list of shops throughout the country where they are available, in addition to those in New York which are mentioned here.

1. Silver service plates are a luxurious gift that will make any bride beam. This one has a fluted edge that gives a charming petal effect. This plate is designed by Towle and is to be had from Ovington's

2. This generously deep silver dish holds fruit or vegetables or a savoury ragout with equal distinction. This simple, graceful dish is from the Alvin Corporation

3. Towle designed this useful silver dish, which would make even the simplest hors-d'œuvres look like the masterpieces of a chef. Its extreme simplicity is its special charm. It's to be had from Lambert Brothers

4. This silver tray, designed by R. Wallace and Sons, is practically an armful. A handsome Gadroon edge gives a solid beauty to it. Terribly impressive for fruit or hors-d'œuvres, or just for its beauty alone. This is obtainable from Ovington's

5. Another silver plate—simple and effective—that a young hostess will cherish is designed by Towle. From Lambert Brothers

6. It's deep and useful for all manner of things—this fluted silver dish by R. Wallace and Sons. From Ovington's

7. The Gorham Company has this distinctively designed silver dish that has no end of useful possibilities, in any household, large or small

8. This smart vegetable dish of silver-plate, with its black wooden handle, has all the charm of the old copper cooking kettle from which it was copied. It's so new and distinctive that any bride will love it. From Black, Starr and Frost-Gorham

9. This deep and spacious silver bowl is perfect for holding fruit or flowers, or just for adding sheer beauty to the domestic scene. It is designed by Rogers, Lunt and Bowlen and is obtainable from Brand-Chatillon

10. International Giftware designed these smart silver-plated coffee and hot milk pitchers with their curved wooden handles for easy pouring. Use them on breakfast trays, at the breakfast table, or for serving after-dinner coffee in the drawing-room. From Ovington's

11. This graceful silver dish does double duty for fruit or vegetables. Or you might use it for tall spring or summer flowers. It's from Reed and Barton

12. These handsome hot milk and coffee pitchers are of a classic design that harmonizes with practically any scheme of decoration. The handles are of black wood. You can get them from Black, Starr and Frost-Gorham and also from the shops listed on page 124, where all of these gifts are available

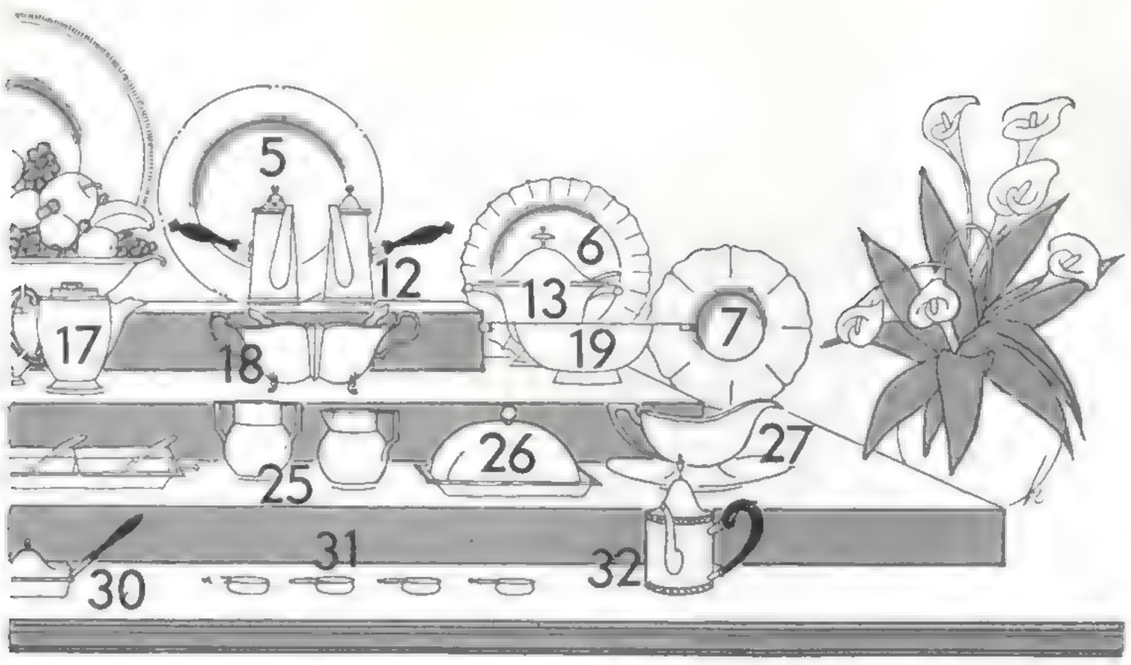
13. A beautiful silver tureen for beautiful soup is a gift to do any bride proud. Tureens are coming definitely into smart usage, and this one is designed by Watson and is from Brand-Chatillon

14. Graceful lines distinguish R. Wallace and Sons' silver gravy-boat and tray—a gift not often given, but always welcome. This one is from Ovington's

15. The sunny yellow after-dinner coffee cups couldn't be smarter for a wedding gift. Their unusual shape is very graceful. They are designed by Fisher Bruce, and obtainable from Altman

16. The silver brandy-burner perched on one of the cups makes a delightful "little" gift. You will find it at Reed and Barton

17. For a royal gift—this three-piece silver tea-service in Rogers, Lunt and Bowlen's "Modern Classic" pattern. The bride who receives it will call the



SHOWN ON PAGES 76 AND 77

giver blessed. This is from Brand-Chatillon

18. This double sauce-boat of silver, with its twin handles and ladles and its tiny feet, is a charming present for a young hostess. It has a variety of uses, in addition to the distinction of its design. It is from Reed and Barton

19. An antique bowl was the inspiration for this silver bowl by International Sterling, but there's a distinctly modern feeling about this dish that is extremely smart. You might use it for either fruit or flowers. Altman has it

20. For the bride who adores modern pieces—this unusual silver sauce-boat will have great charm. It is available from Black, Starr and Frost-Gorham

21. Silver salt and pepper shakers, when they're as sleek and modern as these, are sure to please the bride no end. These are among those small gifts that really please—a hard-to-find combination. They are designed by Rogers, Lunt and Bowlen and available from Brand-Chatillon

22. A silver table bell is a thoughtful "little" gift that the new hostess will welcome. This one has particularly charming lines and is designed by Watson. You will find it at Brand-Chatillon

23. This silver carving set by Watson has unusual "pistol-shaped" handles that give a nervous young hostess a good grasp on the situation. Here is another gift not often thought of, but certain to be appreciated. This set is in the charming "French Colonial" pattern. You'll find this set at Brand-Chatillon

24. This silver hors-d'œuvres dish, with its three glass-lined compartments and silver forks, will shine at cocktail parties in the new house. All brides are sure to entertain at these easily managed parties and will find such a gift especially useful. Reed and Barton has this dish

25. This charming silver cream and sugar service would be nice to use when serving berries, as well as at other times. It is designed by R. Wallace and Sons and is from Ovington's

26. Muffins or toast, or Sunday morning sausages and eggs, keep marvellously warm in this simply designed covered silver dish—another welcome present. It is by International Sterling. From Altman

27. Towle designed this broad-lipped silver gravy-boat and tray on graceful, flowing lines that will be a joy forever. Ovington's has it, and so have the shops listed on page 124, where all of these gifts are available

28. Twin bowls of silver make an unusual and particularly lovely gift. These are moulded deep and wide enough to hold fruit, or vegetables, or flowers, and they would be smart with any type of decoration. International Sterling designed them; Altman has them

29. Watson designed this quaint silver sauce-boat with ends that narrow out and curl over to form handles. The silver ladle is included. Brand-Chatillon has the set

30. It's a copy of an old English bacon dish—this covered silver dish—and, while it's really intended to hold your cigarettes, it's quite capable of keeping bacon crisp and hot at breakfast, if you wish. Black, Starr and Frost-Gorham have this effective piece of silver

31. This enchanting set of silver nut dishes or ash-trays is another of those hard-to-find "little" gifts that look impressive. They are attractive in design and a gift of which no bride can have too many. They are designed by Rogers, Lunt and Bowlen. From Brand-Chatillon

32. This silver-plated gravy warmer has a spout through which hot water is poured to heat the base and keep the gravy piping hot. This is designed by International Giftware and is to be had from Ovington's

• When you give presents as outstandingly lovely as these, there's a chance that you may run into competition: i.e., the bride might get duplicates. To avoid this major crisis, therefore, be considerate and make it easy for her to exchange the gift. Put the actual name of the shop on a card in the box, or be sure that the box has the name of the shop printed on it.



GRAY-O'REILLY

Lunching, shopping, or grabbing a hansom for your first peek of Central Park in Spring . . . It doesn't matter . . . you'll have that band-box look if you wear this new Martha West Foulard knit with its monotone tailored blouse. All sizes. $45.00

READY-TO-WEAR OR MADE-TO-YOUR-MEASURE
IN COLORS OF YOUR OWN CHOOSING

Martha West
SPORTSWEAR ORIGINATOR
444 Madison Avenue at 49th Street, New York
838 Madison Avenue at 69th Street, New York
Palm Beach, Florida Magnolia, Massachusetts
OBTAINABLE IN CALIFORNIA ONLY AT Roos Bros.



FORMULA FOR A
Perfect Form

★ FLEXEES *do the most wonderful things with your figure. They nip you in at the waist, slenderize the hips, flatten both diaphragm and derrière . . . actually transform the lines of your body into the current fashionable silhouette. Just compare your measurements before and after! . . .* FLEXEES' *"Twin Control" is for the average or slender figure—up to 140 pounds.* FLEXEES' *"Super Control" is for the mature and stately figure—from 140 pounds upward . . .* FLEXEES *combinations and girdles provide matchless support and comfort. And they won't ride up. $5 to $25 at leading stores everywhere.*

FLEXEES
THE WORLD'S LOVELIEST FOUNDATIONS
ARTISTIC FOUNDATIONS INC., NEW YORK

WHERE TO BUY THE SILVER GIFTS

AFTER SEEING THE WEDDING GIFTS ON PAGES 76 AND 77, AND READING ABOUT THEM ON PAGES 122 AND 123, YOU HAVE PROBABLY DISCOVERED THAT THE PROBLEM OF WHAT TO GIVE IS NON-EXISTENT. BELOW ARE THE SHOPS WHERE EACH ONE OF THESE GIFTS MAY BE PURCHASED

ALBANY, NEW YORK	VAN HEUSEN CHARLES COMPANY
ALBUQUERQUE, NEW MEXICO	FRANK MINDLIN COMPANY
ANAHEIM, CALIFORNIA	LOLY AND JENSEN
ATLANTA, GEORGIA	MAIER AND BERKELE, INC.
AUBURN, NEW YORK	W. C. CROSMAN AND SON
AURORA, ILLINOIS	J. K. FODOR
BATAVIA, NEW YORK	FRANCIS AND MEAD
BIRMINGHAM, ALABAMA	JOBE-ROSE JEWELRY COMPANY
BOSTON, MASSACHUSETTS	SHREVE, CRUMP AND LOW
BRIDGEPORT, CONNECTICUT	DAVIS AND HAWLEY COMPANY
BROCKTON, MASSACHUSETTS	HEWETT-SMITH COMPANY
CHATTANOOGA, TENNESSEE	W. F. FISCHER AND BROTHER COMPANY
CHEYENNE, WYOMING	DAN S. PARK AND COMPANY
COLUMBUS, OHIO	ARGO AND LEHNE
CYNTHIANA, KENTUCKY	H. A. ROHS
DALLAS, TEXAS	ARTHUR A. EVERTS COMPANY
DURHAM, NORTH CAROLINA	JONES AND FRASIER COMPANY
EASTON, MARYLAND	ERNEST D. STURMER
FLINT, MICHIGAN	WETHERED-RICE COMPANY
FOND-DU-LAC, WISCONSIN	IRVING W. KRAIL
FORT DODGE, IOWA	H. C. KIRKBERG
FORT WAYNE, INDIANA	ROBERT KOERBER, INC.
FORT WORTH, TEXAS	G. W. HALTOM
FRANKLIN, PENNSYLVANIA	GEORGE W. FELDMAN, INC.
FREMONT, NEBRASKA	HJALMAR G. ANDERSON
GREEN BAY, WISCONSIN	J. VAN DER ZANDEN
GREENWOOD, MISSISSIPPI	STEIN JEWELRY COMPANY
HAGERSTOWN, MARYLAND	MILTON KOHLER AND SONS
HOLYOKE, MASSACHUSETTS	CHENEY AND HUNT, INC.
JEFFERSON CITY, MISSOURI	PORTH'S JEWELRY STORE
KANSAS CITY, MISSOURI	JACCARD JEWELRY CORPORATION
LITTLE ROCK, ARKANSAS	CHARLES S. STIFFT COMPANY
LYNCHBURG, VIRGINIA	D. B. RYLAND AND COMPANY
MACON, GEORGIA	KERNAGHAN-GOODMAN, INC.
MOBILE, ALABAMA	JULIUS GOLDSTEIN AND SON, INC.
MUSKOGEE, OKLAHOMA	COHENOUR RYGEL COMPANY
NEWARK, NEW JERSEY	WISS SONS, INC.
NEW HAVEN, CONNECTICUT	S. H. KIRBY AND SONS
NORTH ADAMS, MASSACHUSETTS	PEEBLES JEWEL SHOP
NORWICH, CONNECTICUT	J. AND G. H. BLISS, INC.
PASADENA, CALIFORNIA	J. HERBERT HALL COMPANY
PEORIA, ILLINOIS	GOLDSTEIN JEWELRY COMPANY
PORTLAND, OREGON	A. AND C. FELDENHEIMER, INC.
POTTSVILLE, PENNSYLVANIA	ROBERT C. GREEN'S SON
SAINT LOUIS, MISSOURI	HEFFERN-NEUHOFF JEWELRY COMPANY
SALEM, NEW JERSEY	M. R. LUMMIS
SALINA, KANSAS	BANGS JEWELRY COMPANY, INC.
SAN ANGELO, TEXAS	HOLLAND JEWELRY COMPANY
SAN JOSÉ, CALIFORNIA	BOTHWELL'S
SCRANTON, PENNSYLVANIA	ROGERS JEWELRY COMPANY
SELMA, ALABAMA	ELEBASH JEWELRY COMPANY
SIOUX FALLS, SOUTH DAKOTA	FRANK HYDE JEWELRY COMPANY
SOUTH BEND, INDIANA	GEORGE H. WHEELOCK AND COMPANY
SPRINGFIELD, MISSOURI	FAYMAN JEWELRY COMPANY
TOPEKA, KANSAS	WOLF'S
WENATCHEE, WASHINGTON	BEN HAYS JEWELRY COMPANY
WILMINGTON, DELAWARE	BAYARD'S, INC.
WINSTON-SALEM, NORTH CAROLINA	W. T. VOGLER AND SON
YORK, PENNSYLVANIA	WILLIAM FLUHRER

They all wind up at the altar!



1. *Anne and I used to be "once in a whiles."*



2. *But the "once in a whiles" became "one and onlys"—look at us now!*

And it's the same with SPUDS



1. *Same way, I smoked Spuds now and then.*



2. *But now old Spud and I are living in marital bliss! I'm going to smoke happily ever after.*

• Interesting, the way Spud has taken the country. Not like other cigarettes at all. Smoker after smoker tells us he started with Spud as an occasional smoke and wound up *marrying* the brand. For if a fresh, cool mouth is good to have when you're smoking extra heavy—*it's good to have all the time!* Why don't you and Spud say "I do"—for keeps?

SPUD

MENTHOL-COOLED CIGARETTES

CORK TIP OR PLAIN • 15¢ FOR 20 • (20¢ IN CANADA)



The Axton-Fisher Tobacco Co., Inc., Louisville, Ky.



THIS GOLDEN T-A-G

identifies tested hosiery

Now, at last, you can buy hosiery as you would a piece of silverware—by looking for the sterling mark. For the T-A-G seal is the sterling mark of quality in hosiery. It means that each pair has been tested and approved. It is the mark of all those intangible—yet vital—essentials that distinguish a thorobred from "just another stocking".

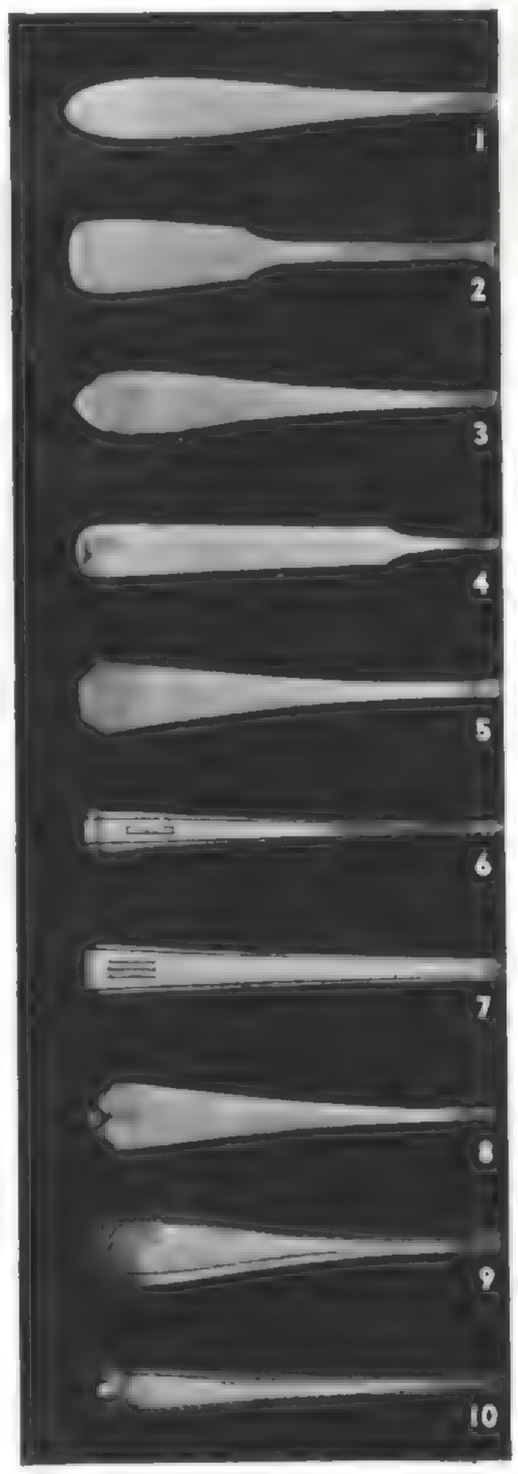
SCHUYLKILL VALLEY MILLS
INCORPORATED
Empire State Bldg., New York
Mills: Spring City, Pa.

T-A-G

the Certified Silk Hosiery

SILVER SPOONS

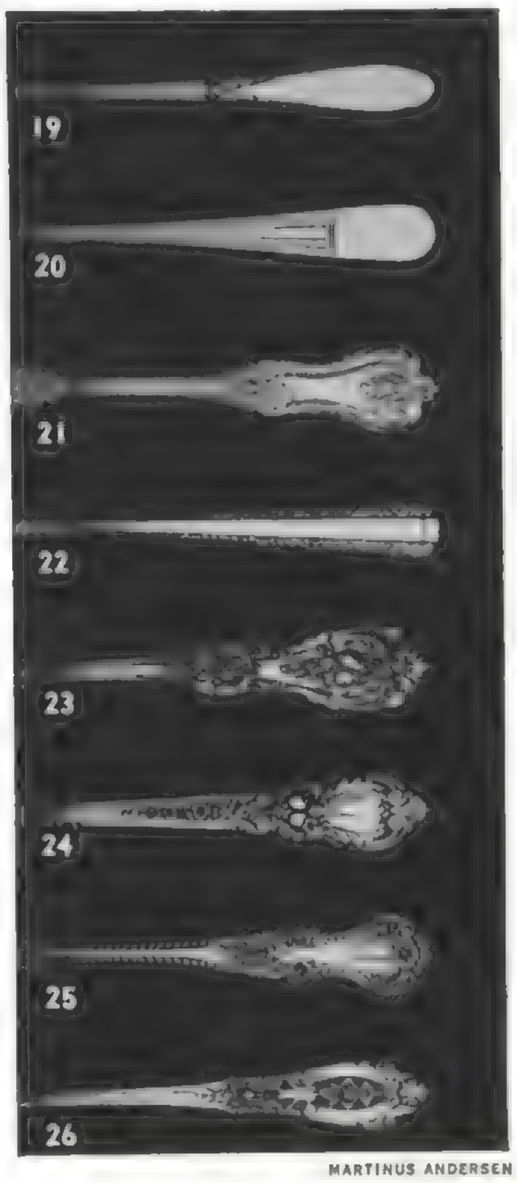
1. International's beautiful and unadorned "Simplicity" pattern
2. "Colonial Fiddle," a classic pattern by Watson
3. Reed-Barton's "Pointed Antique"
4. The Gorham Company's slender-handled "Christina" pattern
5. R. Wallace and Sons' "Monterey" pattern, on tailored lines
6. Slim, patrician lines distinguish Towle's "Aristocrat" pattern
7. Rogers, Lunt and Bowlen's "Modern Classic" design
8. Watson's "Lotus" pattern



9. Alvin's "Maryland" pattern, with a graceful curve at the handle base
10. Rogers, Lunt and Bowlen's delightful "American Directoire"
11. Frank W. Smith's "Fiddle Thread" design (upper photograph)
12. The Gorham Company's "Late Georgian," tapering off to a point
13. Towle's "Cascade" pattern
14. Wallace's "Georgian Colonial," perfect for eighteenth-century rooms
15. Alvin's "Romantique," a graceful modern design of flowing lines
16. Reed and Barton's "Hawthorn," with delicately fluted edges
17. International's impressive "Gadroon," Georgian in feeling
18. International's modern "Empress"



19. The Gorham Company's "Rose Marie" pattern, feminine, graceful
20. Watson's "Dorian"—inspired by classic Doric columns, but modern in feeling. The fluting is convex
21. Frank W. Smith's resplendent design, called "Edward VII."
22. Towle's "Candlelight" with delicate engraving down each side
23. Reed and Barton's richly engraved pattern, "Francis First"
24. Rogers, Lunt and Bowlen's "Charles II." pattern
25. Alvin's "English Rose" design, charming and quaint
26. R. Wallace and Sons' distinctive pattern, "Rose Point," with its delicate engraved detail on the handle



MARTINUS ANDERSEN

STARS *of the* EVENING



THAT *always* SHINE

MARTIN'S V.V.O. — Brought to America by McKesson only a few months ago, this great Scotch is scoring an instant — and nation-wide — success. One of the most famous Metropolitan clubs in the world reports it leads by 70%! No wonder: rich pot-still whiskies to start with, plus 10 years' aging, give such a soft, smooth richness as many Americans never knew. Yet Martin's costs no more than many immature whiskies!

DRAMBUIE — This is, literally, the Liqueur of Kings — distilled originally for Bonnie Prince Charlie in 1745, and still made by the same Scottish family, by the same secret recipe. Compounded on a base of rare Scots whisky, Drambuie is magically pungent as Highland honey, and more smoothly potent than you would dream. Rich yet never cloying, as appealing to men as to women, it has become Britain's favorite Liqueur.

DENIS-MOUNIÉ — The members of the great French house of Denis-Mounié have been engaged for generations in Cognac-making. Their brandies are treasured all over the world — by the best judges in France and England, and from Canada to China. Now the United States, too, is discovering how different Denis-Mounié Cognacs are: always conscientiously aged, always bland, mellow, superb. See for yourself!

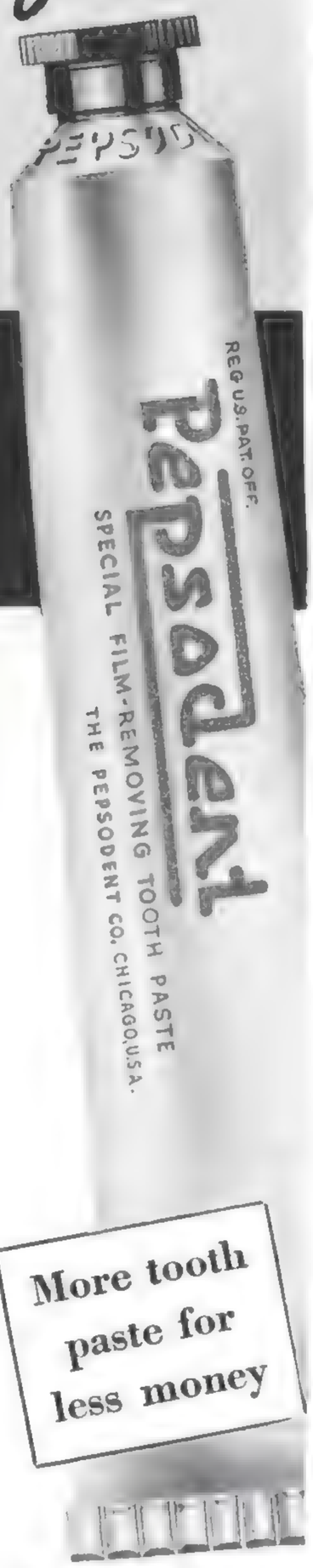
THESE AND OTHER INTERNATIONAL STARS ARE IMPORTED AND DISTRIBUTED SOLELY BY McKESSON & ROBBINS, INCORPORATED, NEW YORK

McKESSON

SALE

OF PEPSODENT TOOTH PASTE!

New 10% larger tube



thousands of druggists selling it at a new low price

FOR years, people have willingly bought Pepsodent...rather than save a few pennies and endanger teeth by buying harsh, "bargain" dentifrices. Over a hundred million tubes of Pepsodent have been sold...convincing evidence that Pepsodent really does *remove film safely*.

During this period our laboratories have constantly made far-reaching scientific improvements in Pepsodent itself. It has always been our aim to give you the finest tooth paste money could buy. Having first accomplished that, we then sought to reduce Pepsodent's cost to you. At the same time we were zealous to maintain the high scientific excellence that had made Pepsodent an outstanding leader to public and dental profession alike.

Ways have been found to make that saving possible. Today druggists offer you the same fine scientific Pepsodent Tooth Paste you know so well at a lower price and in a new 10% larger tube.

The formula is identically the same. In every way Pepsodent is the same product that has won fame as the "special film-removing tooth paste."

Visit your druggist today and join the millions who are taking advantage of this extra saving.

Have you ever really tried a true film-removing tooth paste?

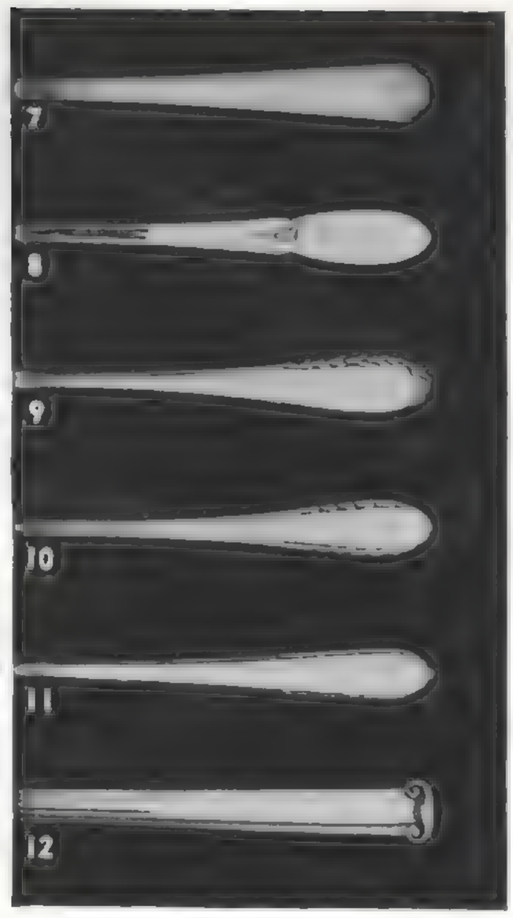
Film is that sticky, gummy coating that forms on everyone's teeth. It harbors stains from food and smoking... makes teeth look dull, yellow. Worse still, it contains the germs usually associated with tooth decay... For beauty and health, you must remove film. Pepsodent is known in 67 different countries as the special film-removing tooth paste because of the safe, effective way it works. Pepsodent results are due to an exclusive cleaning and polishing agent. . . In scientific tests, Pepsodent has been found the least abrasive of 15 leading tooth pastes and 6 tooth powders. Therefore, you can be sure it is not only effective but *safe*. No grit—nothing that can harm the enamel. Use Pepsodent regularly twice a day. And be sure to see your dentist at least twice a year.

PLATED PATTERNS

1. Reed and Barton's stream-lined "Stylist" pattern
2. Alvin's "Melody" pattern, tailored and simple
3. The Gorham Company's "Lady Caroline," with a flared handle
4. Community Plate's distinguished "Deauville" pattern
5. Reed and Barton's simply designed "Sierra" pattern
6. Gorham Company's "Churchill" design, with fluted handle



MARTINUS ANDERSEN



7. Alvin's "Dawn" pattern, a modified modern design
8. 1847 Rogers Brothers' "Sylvia"—the unusually shaped handle is an effective background for a monogram
9. R. Wallace and Sons' "Ultra" pattern—its distinctive motif is a spray of wheat, apparently carved in, on one side of the handle
10. Holmes and Edwards' distinguished "First Lady" pattern
11. Community Plate's graceful and simply designed "Berkeley Square"
12. R. Wallace and Sons' "Vogue" pattern, a smart modern interpretation of a classic design that any bride would be delighted to receive

WITH FEET UNBOUND

(CONTINUED FROM PAGE 89)

of the Chinese woman's evolution during these last years."

"Certainly I will. And I think that I can perhaps judge better than most people of what is going on, for the reason that, although I am now living as a Chinese, I am really a Manchu.

"I was brought up with a great deal of freedom, as was the case with all the members of my race. I rode horseback every morning, accompanied either by my father or one of his aides. I learned to draw a bow and arrow, did gymnastic exercises, and never knew what it was to have my feet bound.

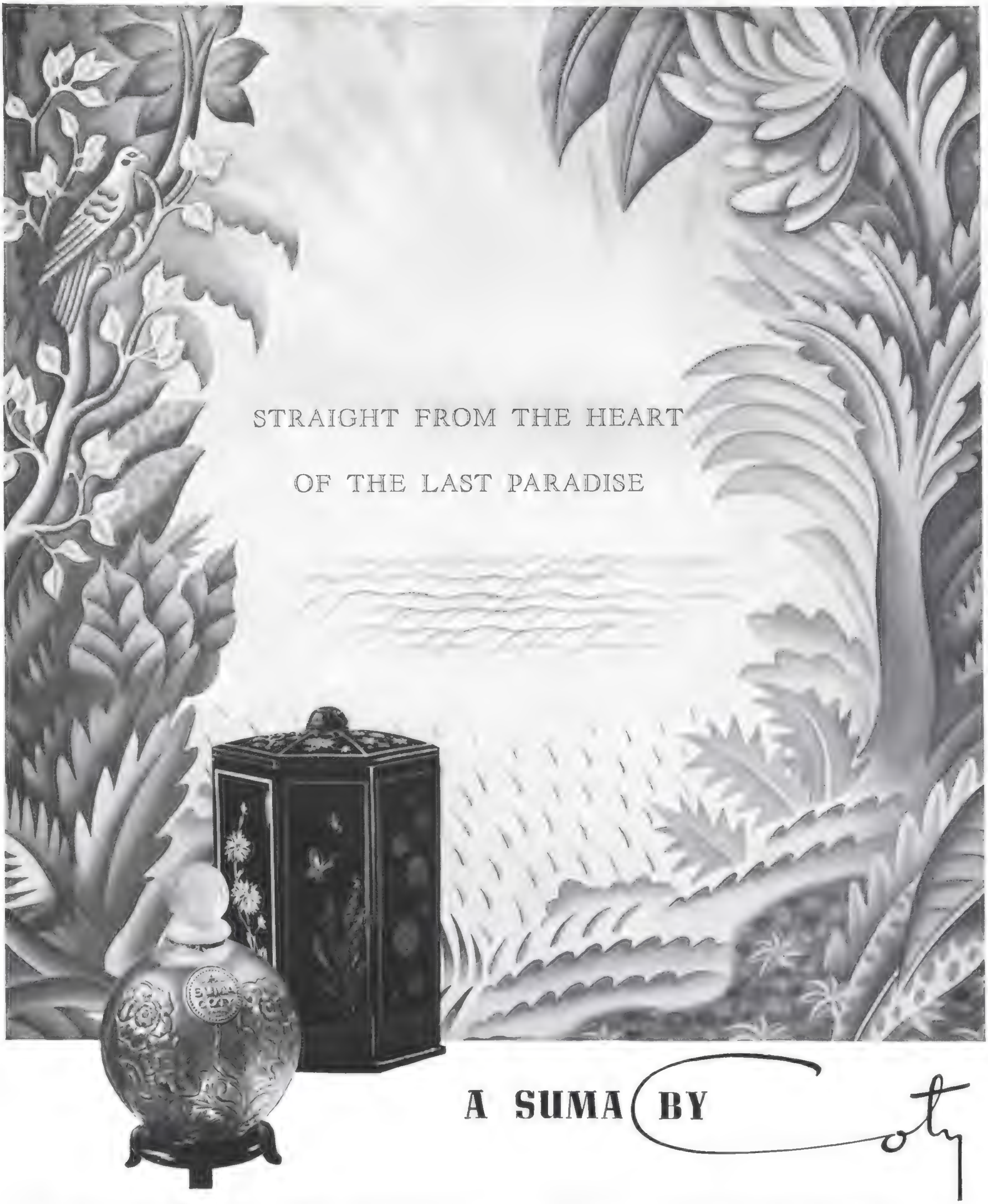
"I can remember that the Empress had a real horror of the idea. When I arrived at court with my husband, a young officer just returned from Saumur, Her Majesty had already issued an edict forbidding the barbarous habit in China. The binding of feet went on for a long while, however, and, strangely enough, it is in the country rather than in sophisticated society that the custom still holds. It originated neither because of prejudice nor from any aesthetic idea. It really came about by chance.

"During the fourteenth century, a Ming Emperor had a favourite whom he passionately loved. He boasted continually of her many beauties and, chief among them, of her small and elegantly shaped feet. The ladies in waiting became envious of her and, in order to keep pace, idiotically began to compress their feet in tight bandages."

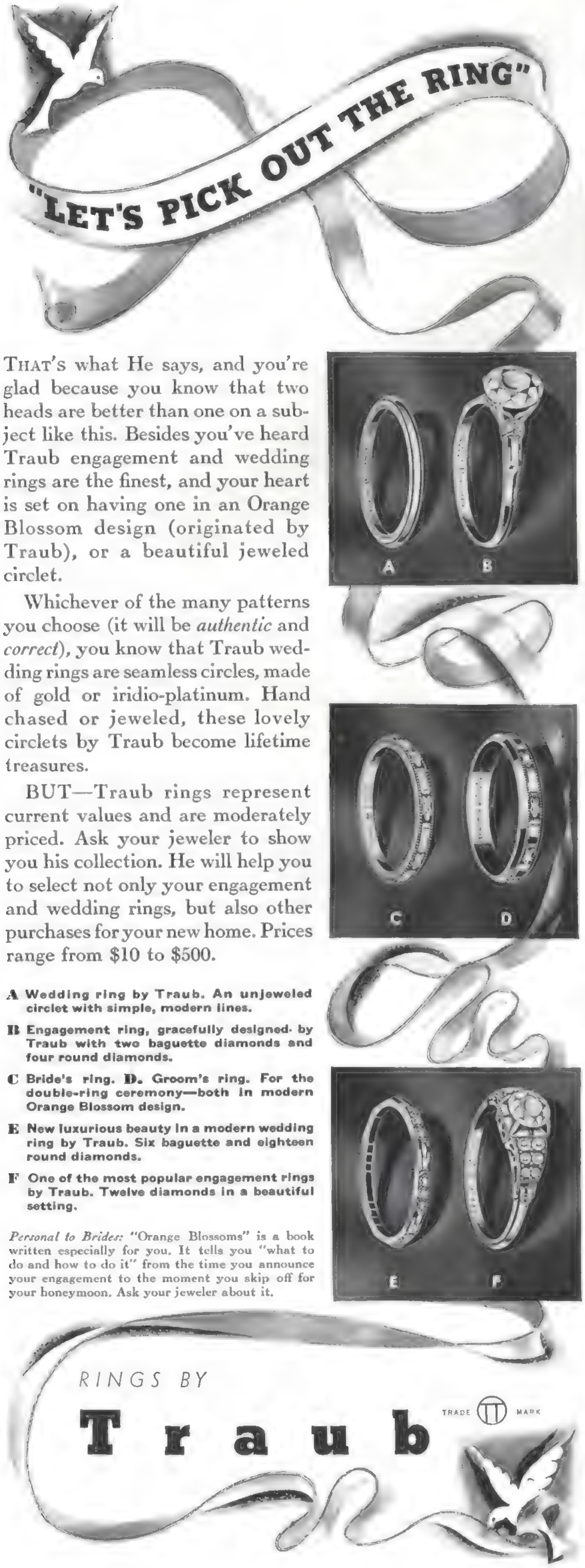
At this point, respectful footmen noiselessly served us with yellow tea flavoured with sugar and spices and contained in cups of priceless china.

"You must not think," my hostess continued, "that I have gone in for historical research alone. I have also written a novel. It is the story of the unfortunate Hsiang Fei. She was the wife of a Prince of Ili and, after a clash of arms, was taken to Peking as hostage. There, the Emperor Chen Lo fell in love with her, and the jealous Empress had her put to death while her Emperor husband was away. A very sad love-story of which examples abound in our literature.

"You have probably read tales written by American novelists which deal with the lives of large families in China and the dependence of women. All this has changed now enormously. In our big cities, the women are almost as free as they are in America. They even have the right to sue for divorce, when formerly only a husband could repudiate his wife. It is true, of course, that no man had the right to resort to this provided his wife had borne him a son . . ." (Continued on page 130)



Twelve days south of Singapore, a million orchids garland an island sweet with yellow Kambodja flowers. The scent of the frangi-pani blows out to the violet sea. For this is Bali . . . "The Last Paradise." A breath of A Suma, that poignant, new Coty perfume, and Bali stands before you. It is an enchanted perfume . . . as brilliant as the parakeets that flash through the tamarind trees . . . a perfume with a tropical love story weaving through its fragrance. Wear it tonight. Who knows what lovely thing may happen! A Suma, in a beautiful flower-embossed bottle is ten dollars. Or, the larger size, encased in red Morocco, satin-lined—$35.



THAT'S what He says, and you're glad because you know that two heads are better than one on a subject like this. Besides you've heard Traub engagement and wedding rings are the finest, and your heart is set on having one in an Orange Blossom design (originated by Traub), or a beautiful jeweled circlet.

Whichever of the many patterns you choose (it will be *authentic* and *correct*), you know that Traub wedding rings are seamless circles, made of gold or iridio-platinum. Hand chased or jeweled, these lovely circlets by Traub become lifetime treasures.

BUT—Traub rings represent current values and are moderately priced. Ask your jeweler to show you his collection. He will help you to select not only your engagement and wedding rings, but also other purchases for your new home. Prices range from $10 to $500.

A Wedding ring by Traub. An unjeweled circlet with simple, modern lines.

B Engagement ring, gracefully designed by Traub with two baguette diamonds and four round diamonds.

C Bride's ring. D. Groom's ring. For the double-ring ceremony—both in modern Orange Blossom design.

E New luxurious beauty in a modern wedding ring by Traub. Six baguette and eighteen round diamonds.

F One of the most popular engagement rings by Traub. Twelve diamonds in a beautiful setting.

Personal to Brides: "Orange Blossoms" is a book written especially for you. It tells you "what to do and how to do it" from the time you announce your engagement to the moment you skip off for your honeymoon. Ask your jeweler about it.



NELSON

This octagonal bakelite case is small enough to go in your hand-bag, compact enough to hold your cigarettes and vanity equipment; Saks-Fifth Avenue

WITH FEET UNBOUND

(CONTINUED FROM PAGE 128)

"Have not Chinese fashions been greatly influenced by Europe?"

"Chinese fashions have been completely transformed by the Manchu influence which substituted the long dress for the old-fashioned tunic blouse. This dress must be long and straight and have a stiff, high collar. Within the 'New Life' movement, a great deal of stress is laid on feminine modesty. Only yesterday, General Chaing Kai Shek issued a proclamation prohibiting curly hair and low neck! Low-necked dresses existed, as a matter of fact, only in clothes of purely Occidental origin and were never considered in really good taste. Chinese women do feel, however, that it is quite proper to show their legs. These are covered or not, as the case may be, with long silk trousers which the dresses, slashed at the side, allow to be seen oftentimes as far up as the thigh.

"A few details of our costume are entirely special to China. For example, the chemise is replaced by a band in bright colour that covers the breasts and is fastened in the back with a fine gold chain. This is called the *do-do*. It has been a long while since we've worn any hats. At home in Manchuria when I was a child, the large fan-shaped head-dress ornamented with flowers and beads still existed, while the Chinese women wore black and white bandeaux with pearl strands. Nowadays, we go bareheaded.

"Our women are great coquettes, and, with the exception of widows, they all make up with much care, even in the country. Hair-dressing is no longer one of their problems, however, and in this they tend more and more to the simplest styles.

"Ah! If you could only have seen the Imperial Court, the great ceremonial dinners with the Emperor on his throne and all the dignitaries in long robes seated on cushions of bright coloured silks, and the palace where two thousand young girls moved in and about, where there was an army of slaves, eunuchs, and guards—where life was both formal and charming.

"The Empress had a little kitchen of her own, close to her *Yamen*, and we ladies in waiting took turns watching the preparation of the royal food. In each of our rooms, there were small ice-boxes in which to keep fruit and sweets. The Empress had a beautiful large one made of sky-blue porcelain. Afternoon tea was served in jade cups, and the spoons and knives were made of coral. To-day, when everything has become so drab, it is difficult to picture the furniture and paintings, the heavy, rustling silks, and all the ceremonial which it took us years to learn and which had in it more of real courtesy than of artificial etiquette."

But the General was too intelligent a woman to indulge herself in lamentations for a past which has disappeared, and I saw that at heart she was passionately interested in events of the present. Naturally, she had known Henry Pou Yi, and she boasted of the beauty of the young Empress of Manchukuo. She was not willing, however, to step outside of her rôle of woman and loyal secretary in order to discuss politics with me.

But, like all the other women whom I had met in that society—Mongolians, Manchus, or Chinese—, she wanted with her whole heart to have Peking restored as the capital and to have Northern China, where so many traditions have been preserved, take the lead in regenerating China.

Temples are falling into ruin, palaces sway in the wind, emptied of their treasure by the perhaps exaggerated concern of the Nanking government. The people of this city—probably the most beautiful of them all—feel that democratic and chauvinistic formulas are in bad taste. The women, especially, consider that the Chinese spirit must find within itself (rather than through European or American importations) the force to restore order into the immense country now torn by anarchy.

Elsewhere, women may be conservative or revolutionary. Here, I have found them to be renovators. They know very well that China must evolve and reform itself, but they believe that there is a foundation of wisdom and homely virtue which it is not necessary to throw over in order to seek some new ideal which must always be foreign to the soul of China.

Now Make Up Only Once a Day

YET...STAY PERFECTLY MADE UP ALL DAY LONG!



9 A. M. *You apply it before your own mirror—and get a perfect and even color.*

5 P. M. *It's still perfect—just as it was a minute after you applied it! Ends constant making up in uneven light during the day.*



A Discovery That's Become The Rage of Paris—And That's Making Women Everywhere Discard Old-Time Powder Rouges!

YOU CAN now make up your cheeks only *once a day*, under the familiar lights of your own dressing table, and yet be perfectly made up all day long.

No more making up under the uncertain lights of a restaurant or shop. No more wondering whether you have too much or too little on. No more constant bother putting on cheek rouge every time you turn around!

Louis Philippe—famous French colorist—whom women of Paris follow like a religion has developed a startling *new* way in cheek make-up.

A make-up so subtle that only an expert with a magnifying glass could distinguish it from the *natural color* of your cheeks. So lasting that even a dip in the pool cannot affect it! It's the most marvelous development in make-up you have ever seen.

What It Is

It is an exquisite *cream* rouge called ANGELUS ROUGE INCARNAT. And, being a *cream*, it puts color directly INTO the skin... not merely on the surface like a powder-rouge compact, which brushes off, blows off, becomes uneven and disillusioning. This new way actually makes your make-up a part of your skin. *Natural*, undetectable, softly alluring color that STAYS there no matter what you do.

So unique are its results that virtually every expensive beauty shop in France and America has long since discarded old ways in cheek make-up and employs this principle—cream rouge—exclusively. Women everywhere are quitting old-time powder rouges for it.

Every Shade For Every Complexion

It comes in tones that match every complexion, eye color and hair. Colors blended by Louis Philippe to tone exactly with the warm, natural color of the human blood—and thus to end all artificiality, cheapness and unnaturalness in make-up.

You can use it on both your *lips* and *cheeks*, too. And thus gain a perfect color harmony. It comes in little red boxes, about the size of a quarter, and costs only a few cents.

All drug and department stores have it with complete color charts to guide you to a happy color choice.

Risk a few cents for a box and try it. You'll be amazed at what it does for you.

Angelus Rouge Incarnat

IN THE LITTLE RED BOX

FRAMBOISE SUN ORANGE POPPY
LIGHT PANDORA MEDIUM





BOTH BY LOUIS PHILIPPE — WORLD-FAMOUS FRENCH COLORIST



For the success of your

SPRING SUIT

YOU WILL practically *live* in a suit this Spring. • And half of its smartness will be due to the figure beneath it! Where a skirt ends and a blouse begins . . . that's the difficult spot. • Paris says you must have the diaphragm control, the waistline suppleness, of separate girdle and brassiere plus the smooth unbroken line of a perfect all-in-one. And that is just what **Artist Model** does—as no other all-in-one can do. • In **Artist Model**, girdle and detachable brassiere, designed together to make a perfect all-in-one, are joined invisibly by four ribbon tabs—four little buttons. It's so simple to remove the brassiere for laundering; so easy to change into a low-back type when you change from suit to evening clothes. Ask to see the new **Artist Model** styles at your favorite store or shop. From $6.50 to $25. (Illustrated—Style 8350, a Lastex **Artist Model** with batiste front panel, $10.)

And—made by American Lady . . . that's important! It means impeccable styling . . . exacting workmanship. It means that this garment has been cut by hand and individually sewn . . . just as your dressmaker makes your smartest gown! No matter what type of foundation you desire you will be best served with an American Lady product.

FREE . . . "Beneath this Loveliness"—a book that will tell you how to wear the smartest gowns *smartly*. Write for it today.



AMERICAN LADY CORSET CO. • INC
148 MADISON AVENUE • • • NEW YORK CITY

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 41)

of all of The Ship Grills, the atmosphere and the service are particularly pleasing.

April dates

All month—A fascinating four-part exhibit of mementoes of old New York, together with costumes and settings of the Revolutionary War period; at The Museum of the City of New York, One Hundred and Fourth Street and Fifth Avenue—hours, 10:00 a.m. to 5:00 p.m., except on Sundays—1:00 p.m. to 5:00 p.m. The Museum is closed on Tuesday, and on Monday there is an admission charge of about 25 cents.

All month—Exhibition of African Negro Art; at The Museum of Modern Art, 11 West Fifty-Third Street.

All month—Bryson Burroughs Memorial Exhibit; Metropolitan Museum of Art.

12-13—At Chalfonte-Haddon Hall, Atlantic City, an invitation showing for guests of the hotel, of fashions and accessories by American designers. Some of the leading designers will be present in person to show selected Easter costumes.

Till April 13—Society of Illustrators Exhibit: National Alliance of Art and Industry, 30 Rockefeller Plaza.

Till April 13—At the Galleries of Raymond and Raymond, 40 East Forty-Ninth Street, an exhibition of colour work by the high school students of Greater New York.

15-27—At the same galleries as above, a similar student exhibition of design. The jury of selection includes George Biddle, George Grosz, and Ralph Pearson. Hours, 9:30 a. m.—6:00 p. m.; Thursday evenings, 8:00—10:00 p. m.

Till April 30—Industrial Arts; National Alliance of Art and Industry.

14—American Music Festival broadcast by General Motors, over NBC network, from the Center Theatre of Radio City.

15—Beethoven Association, Town Hall, 8:30 p. m.

16—Concert by the Mendelssohn Glee Club; Grand Ballroom of The Waldorf-Astoria, at 8:30 p. m.

17—Concert by Mona Rani and her Hindu Musicians at Town Hall, 8:30 p. m.

18—Concert by The Haarlem Philharmonic Society, Grand Ballroom of The Waldorf-Astoria, at 2:30 p. m.

22—Joint recital by Ossip Gabrilowitsch and Albert Spalding at Town Hall, 8:30 p. m.

23—Bridge tea; Service Club of Saint Thomas's Church; Waldorf-Astoria Roof Garden.

23—Piano recital by Frank Bishop, Town Hall, 8:30 p. m.

23—The Pioneer Ball at the Waldorf-Astoria, for the benefit of the blind.

24—Roland Hayes' recital at Carnegie Hall, 8:30 p. m.

26—Concert by Keith Falkner, baritone; Town Hall, 8:30 p. m.

27—Freiheit Mandolin Orchestra: Town Hall, 8:30 p. m.

29—Jeno Swislowski, pianist; Town Hall, 8:30 p. m.

"FLANEUSE"

VOGUE COVERS THE BRITISH ISLES

(CONTINUED FROM PAGE 39)

House. Membership in this club is difficult, but not impossible and a great asset if you are making a stay of any length. Besides having squash-courts, a swimming pool, a snack bar, Turkish baths, and so forth, the Club will get its members admittance to the various Enclosures at the more important events of the season. (Although, if you pine for the Royal Enclosure at Ascot, remember that this is achieved only through the Lord Chamberlain or the American Ambassador.)

And, finally, a private word in the ears of wives. If your husband has the proper masculine love of British clothes, these addresses may come in handy for future bribes:

The Prince of Wales gets his trousers from Foster, in Clifford Street; his coats from Sholto, in Saville Row; his hosiery and an occasional sweater from Dare and Dolphin, Piccadilly (The Duke of York buys almost all of his sweaters here); and his shirts and waistcoats from Beale and Inman, in New Bond Street. And by the way, don't forget that in England it's a waistcoat; a vest is an undershirt, and if you ask your tailor to make you one, he'll giggle.

If you are motoring through England, it is sometimes helpful to know shops in the cities through which you pass. For this reason, we are giving you still another list (our last) of out-of-London shops:

HARROGATE

Louis Cope for Paris clothes and accessories

MacDonald's for gifts

SCARBOROUGH

Rowntree's department store has everything you would expect, including something you wouldn't: Wedgwood in modern designs!

BRADFORD

Brown-Muff, and Busby's are two shops where you may get smart clothes and accessories

LIVERPOOL

Bon Marché has hand-knit suits and sports clothes

Drinkwater's is another good dress shop, and Lewis sells a list of things ranging from blouses to modern furniture

SOUTHPORT

Bobby's for riding-clothes, and Boothroyd's and Broadbent's for other necessities of fashion

MANCHESTER

Kendal Milne has Shetland tweeds, which should make you prick up your ears

At Affeck and Brown, there are good clothes and accessories

NOTTINGHAM

Griffin and Spalding is the leading shop here

LEICESTER

Odderley's clothes, hand-bags, jewellery, and so forth are good

Herrington's is recommended for linens

EDINBURGH

The Highland Home Industries is one of the most fascinating shops in the British Isles. You can pick up short ends of Scottish tweed for skirts for yourself and every friend you own, not to mention coats and trousers for your young. This shop has nearly every plaid known to Scotland, so if you have any Highland blood in your veins, it will come to a boil here.

There is a branch of this particular piece of heaven in London. The Combined Industries, Inc., in Westbourne Street, has many of the Scotch tweeds you can find in Edinburgh.



MAGNIFICENT · · · · A STIRRING PERFORMANCE · · · ·

THE AUDIENCE THRILLS TO A NEW EMOTIONAL APPEAL

PRÉSENCE

the new perfume by

HOUBIGANT



Triumphant First Showing of....

•Ultra•

In this new pattern one immediately senses something that sets it apart from ordinary silver plate. It is different...with a mark of craftsmanship to enchant the most meticulous of tastes. The decorative motif is a spray of wheat on one side of the handle, and apparently carved in the handle.

Ultra offers more style and quality for less money. Before it is heavily silver plated, substantial discs of solid silver are set into the base metal at the points of greatest wear. They are actually solid silver shod.

Twelve Ultra teaspoons now cost only $5. A twenty-six piece service is priced, as an introductory offer, as low as $25. So you'll save money if you buy now.

Send 10c for the Magic of Flowers, containing a wealth of suggestions on the arrangement of flowers, table decorations, etc. Write WALLACE Silversmiths, Wallingford, Connecticut.

WALLACE SILVER PLATE
SHOD

BRITISH FOUNDATIONS

(CONTINUED FROM PAGE 96)

the story of her career is unique.

For many years, she was a dressmaker on a grand scale. This was in the days when gowns were built on boned bodices and it took millions of stitches and the most painstaking labour to produce them.

Unfortunately, as time passed, Miss Jacks became an invalid. She suffered from some obscure spinal trouble that made it necessary for her to be helped to rise and sit down. While this infirmity limited her physically, it never broke her spirit, and through sheer force of will she carried on. This is, perhaps, the most significant reason for her success. The harder the problem, the more determined she is to master it. So it was with her spinal handicap. She determined to correct it and went all over Europe searching out doctors to diagnose and cure her case—corsetiers to give her the proper support (for she became more and more convinced that this question of support was half of her problem). It was this long search for health that gave her her knowledge of anatomy.

In the end, Miss Jacks found the help she was seeking, but she could find no corset to suit her need. So, in the workrooms of her dressmaking establishment, she made one herself, experimenting and revising until she achieved what she wanted. It was such a success that her doctors marvelled at the results it accomplished and began sending patients to her for similar corsets.

DRESSMAKER INTO CORSETIÈRE

Finally, the corset interest absorbed the other, but Miss Jacks' early dressmaking experience has proved an inestimable asset in her present career. For one thing, the strapless brassière illustrated on page 96 could have been made only by some one who had knowledge of the Victorian complications of boned bodices, for the secret of the way it firmly supports the bust without the aid of straps is the intricate network of bones with which it is reinforced. This knowledge also enables her to make corsets that suit current dress needs. Marian Jacks still watches dress collections very carefully, so that she can design corsets ahead of the coming fashions. Two years ago, after sitting through Molyneux's collection, she observed that all his models were cut on the bias, so immediately had all the elastic for her corsets likewise woven on the bias, thus achieving a more perfect foundation for the new silhouette.

Moreover, it's her dressmaker's eye that is responsible for the fine workmanship on all the corsets, brassières, and lingerie turned out of her sewing-rooms. Another precept with her is that her entire staff of corset-fitters and workers have only dressmaking knowledge when they come to her. She doesn't want them with any previous corset experience, because her theories of corsetry are so different from any other that it is simpler to teach it to minds that have not been confused by previous training. On the other hand, the dressmaking principles of corsetry to which Miss Jacks, the "couturière-corsetière" holds, are aided and abetted by sewing knowledge in her girls. The rest she teaches them. For twelve months, they are trained in anatomy and corset fitting and making by Miss Jacks herself. During that time, they are not allowed to fit a customer. Each fitter is trained as a specialist in one subject—maternity, surgical, heavy figures, and other special types—, and she never leaves it, confining all her fittings to the figure problems which she understands through training.

CORSET INDIVIDUALITY

A fundamental point in the Marian Jacks theory is that all figures are highly individual; therefore, all corsets must be individually designed and fitted. To her, it is sheer nonsense to walk into a shop and ask for a ready-made corset merely by the waist measure. She refuses to think of the quantity of different designs she carries. Actually, they number over three hundred, for, once she has cut a toile for an individual, she never discards it. As a result of this, she can fit anybody from the basic toiles in her cupboards. To prove this, she tells an anecdote about a woman who walked into the shop one night at six o'clock, saying that she was up in London for only four days and was ordering a fur coat. But the furrier refused to measure her for it until she got a new corset. No wonder—her hips measured sixty-two inches around! But Miss Jacks, nothing daunted, produced a Holland which, with a few minor alterations, was made to fit for the time being, until a new corset could be made specially for this difficult client. So, in a few minutes, the lady sailed forth in triumph in her emergency Holland corset, her hips smaller by four inches.

Another theory that Miss Jacks has proved to be right is that the very thin figure, as well as the stout, needs the support of the corset. Thin women, she claims, are often delicate because their bone structure is too large for their internal mechanism. Therefore, various organs are bound to slip, which is the cause of their consequent ills. Women anxious to gain weight have found that, by wearing a Marian Jacks corset, they have been able to add pounds by the simple process of having their various organs put and kept in the right places.

Marian Jacks believes that when you buy a corset, you decide the future not only of your health, but also of your beauty. Before going to a beauty specialist to have tired, harassed lines in your face massaged away, go to a good corsetière, she says. She will support your body so that it can better stand the strain of the modern pace, and beauty treatments will be more efficacious and more lasting.

There are very few good figures today, as Miss Jacks reckons superlative bodies. She believes that women are still suffering from the boyish era when every one went about with her natural figure unnaturally strapped down and flattened out. The inevitable result was a permanent distortion of the normal line. However, in Marian Jacks' clever hands, a malleable body can be coaxed and moulded into the way it should go. It's a hopeful thought that, in her eyes, we all have, potentially, the proportions of a modern Venus.

BY APPOINTMENT TO AMERICA'S FINEST HOMES

Guests JUST NATURALLY ASK ABOUT THIS SMART NEW BED LINEN



Utica Fine Percale Sheets

THE FEEL OF SILK UTICA PERCALE THE STRENGTH OF LINEN

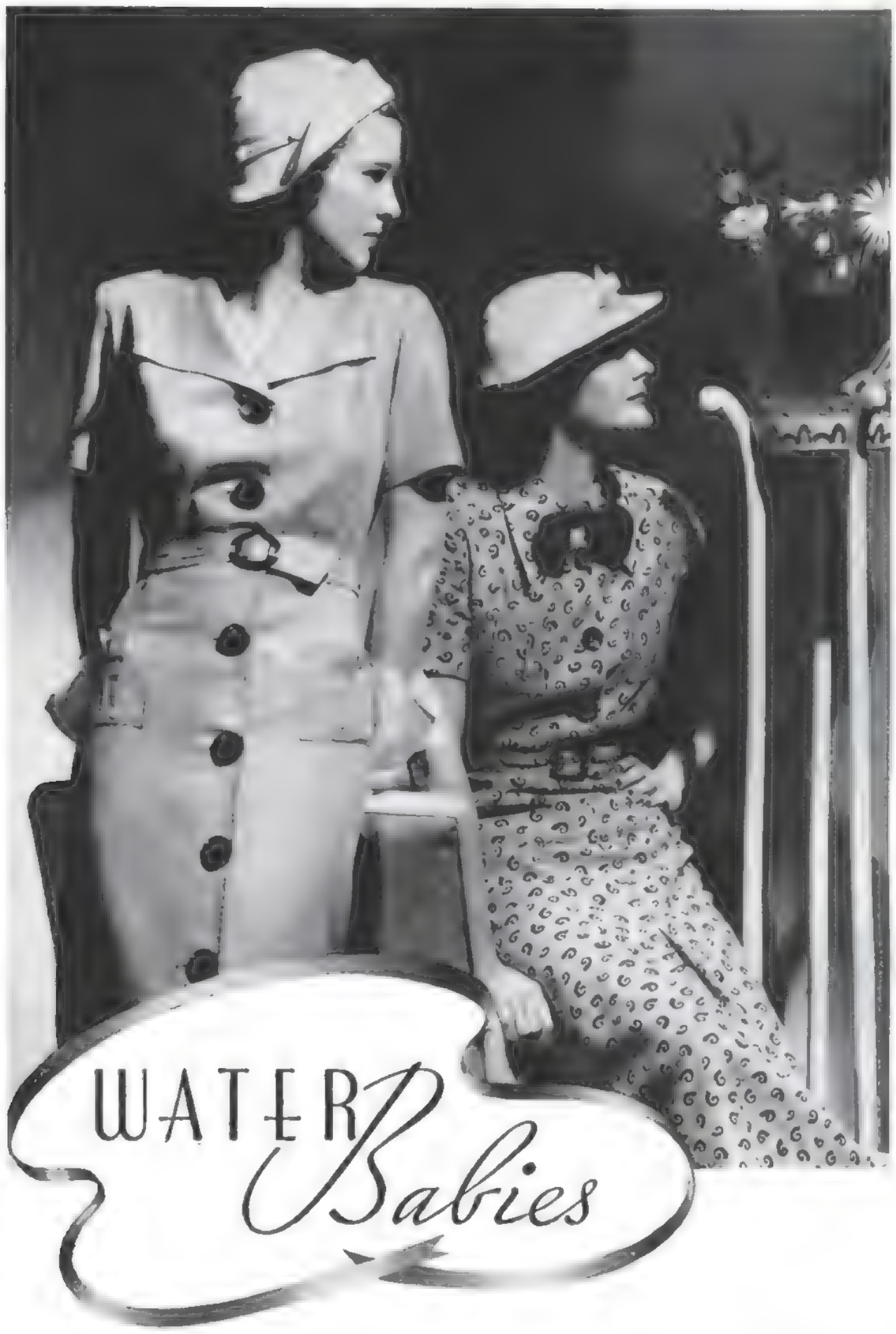
To sleep, for the first time, in the luxury of Utica Fine Percale sheets is an experience one cannot forget. The gleaming beauty and silk-like feel of this modern-type fabric make it the smartest of all bed linen. You will discover an economy smartness in Utica Fine Percale sheets, too. Their lighter weight reduces laundry bills (at average pound rates) $5.85 a year for each bed. Yet because they contain 50% more threads than ordinary sheets, they have the firm strength of linen.

As a further touch of distinction, you can now buy Utica Fine Percale sheets embroidered with beautiful Needlecrest Monograms, in white or colored needlework. Ask your favorite department store. Utica and Mohawk Cotton Mills, Inc., V4, Utica, N. Y.

P. S. Remember—Utica Fine Percale sheets are the original percale sheets made of all combed yarn and containing over 200 threads to the square inch. To be sure of obtaining this quality, it is wise to ask for them by name.

An exclusive Utica innovation, Needlecrest Monograms are embroidered directly on sheets and pillow cases—size 2½ x 3¾ inches. Each monogram uniformly executed in genuine raised embroidery.





WATER *Babies*

3.95 4 WAY TESTED DRESSES

1. Fine quality fabric
2. Fast colors
3. Sanforized-shrunk
4. Excellent workmanship

Lynbrook Frocks. Left—Coat model. Colors: natural, white, coral, aqua, maize. Sizes: 14-20; 38-42.

Right—Softly tailored shirtfrock. Colors: aqua-and-brown, coral-and-navy, maize-and-brown. Sizes: 14-20; 38-42.

DOZENS of trips to the tub cannot blur one clean-cut line of these LYNBROOK FROCKS. They fit when new and continue to fit after repeated laundering because they are made from Fit Fast Cossack Crash (one of the new rough textured peasant cottons) that is completely shrunk by the Sanforized process. They will not shrink out of fit.

For your protection, these dresses are 4-Way tested. They have passed four rigid laboratory tests for fine quality fabric, fast colors, Sanforized-shrunk, excellent workmanship. Count them, four dependable features assured you when you buy these attractive frocks.

Be sure to look for them at the stores listed and identify them by the 4-Way Test tag.

Bridgeport . . . . . Howland D. G. Co.
Dallas . . . . . A. Harris & Co.
Dayton . . . . . Rike-Kumler
Detroit . . . . . J. L. Hudson Co.
Hartford . . . . . G. Fox & Co.
New Haven . . . . . The Edward Malley Co.
Philadelphia . . . . . Strawbridge & Clothier
Pittsburgh . . . . . Kaufman Dept. Stores, Inc.
San Francisco . . . . . The Emporium



Sanforized-Shrunk
40 WORTH STREET NEW YORK CITY

FOR THE BRIDE



Wedding invitations must be primarily of the best quality. They can be of a medium size that folds once, such as Number 1, engraved on Strathmore's "Carillon" vellum with a deep panel. Or of a small size, such as Number 2, which is particularly smart at the moment. The sheet slips into the envelope without folding and is engraved on Linweave's "Haviland," which has the rich glaze of Haviland china and a great deal of dignity

The first stationery for the new house can be large, flat sheets —such as the Crane paper in French-blue with a chalk-white address (Number 3). Thank-you note-paper should be small and very smart. Crane makes the white one (Number 4), bordered and initialled in two shades of blue. Number 5 is an excellent note-paper for the bride who writes reams home. It is Eaton's foreign mail "Cordrille," with an effective two-toned grey border

Eugène permanent waves



Style, by Paris. CURLS, by EUGÈNE. Praise, by all.

Is there a difference in permanent waves? There certainly, definitely, positively is! The Eugene Wave, given with the wonderful Eugene Sachets, proves it! And the universal success of Eugene Sachets is no accident; it lies in their exclusive ingredient, Eugenol...Only Eugene Sachets can contain it. Only the hair waved with them can get the benefit of its safe, gentle action. Eugene Sachets are the ever-watchful guardians of your wave, and your hair deserves the benefit of their protection.



Certainly it is worth the trouble to look carefully at the sachets your hairdresser wraps on your hair...to see that each bears the familiar Eugene trade-mark. It is so much better to be safe than sorry! And your thanks for your trouble will be your new Eugene Wave...lovely, lustrous, pliable, ready to set into the sculptured lines or studied carelessness of the newest hair style . . . .
EUGENE, Ltd., 525 Fifth Avenue, New York City, and Paris, London, Berlin, Barcelona, Sydney.

eugène

PECK & PECK'S

New Braemar "Tomboy Twins" Wear Cufflink Crystal Buttons!



And here is a closeup of the shining cufflink crystals that button the cardigan.

STRAIGHT Scotch and as light as a breeze are our new Braemar "Tomboy Twin" Sweaters. They look hand-knit, feel hand-knit, but, believe it or not, they aren't hand-knit. The cardigan with its shining cufflink crystals, you wear in true sweater fashion, or turn about face and wear buttoned smartly up the back like a blouse. The soft waters of the rivers Dee and Teviot and pure Scotch dyes give "Tomboy Twins" their grand colors. White, turquoise, pink, navy — Pullover, $8.75. Cardigan, $12.75.

BRAEMAR

PECK & PECK

FIFTH AVENUE · NEW YORK

White Plains · Chicago · Boston · St. Louis
Minneapolis · Detroit · Philadelphia · Cleveland

CHECK LIST FOR PAGES 86 AND 87

ELIZABETH ARDEN

Eye Sha-do in Bronze, Bleu Azur, Bleu Corbeau, Noir, Dark Violet, Brun Clair, Vert, Vert Mousse, Vert Bleu, Periwinkle, Gris Brun. For evening: Silver Azur, Silver Corbeau, Gold
Eye Sha-do Compact Powder in Light Blue, Medium Blue, Dark Blue, Violet, Light Brown, Dark Brown, Grey Brown, Black
Eyelash Cosmetique in Brown, Black, Green, Light Blue, Dark Blue
Liquid Cosmetique in Brown, Black
Eyebrow Pencil in Black, Brown, Blue
Venetian Eyebrow Mucilage
Eyelash Grower; Special Eye Cream
Special Eye Lotion; Crystalline Eye-Drops
Eye Bandelettes; Puffy Eye-Strap
Special Tweezers; Automatic Tweezer
Eyebrow and Eyelash Comb

HARRIET HUBBARD AYER

Eye Shadow in Blue, Grey, Brown, Green, Orchid
Purmasque (Mascara) in Ash Blonde, Blonde, Brown, Black, Blue
Eyebrow Pencil in Ash Blonde, Blonde, Brown, Black, Blue
Eye Lash and Brow Grower

COTY

Eye Cream

DAGGETT AND RAMSDELL

Eye Shadow in Blue-grey, Brown
Mascara in Black
Eyebrow Pencil in Black, Brown

DELETTREZ

Eye Shadow in Blue, Purple, Brown, Green
Cosmetique (Mascara) in Black, Brown
Eyebrow Cream in Black, Brown
Eyelash Grower; Eyelid Lotion

DENNEY AND DENNEY

Eye Shadow in Sky-Blue, Dark Blue, Light Brown, Dark Brown, Black, Grey, Green, Lavender
Cosmetique in Light Brown, Dark Brown, Sky Blue, Dark Blue, Green, Black
Eyelash Grower; Special Eye Lotion
Eye-Drops; Eye Cream; Eye Kit

MARIE EARLE

Eye Shadow Paste in Blue, Brown, Grey, Green, Violet
Mascara in Châtain, Brun, Bleu, Noir
Eyebrow Crayon in Châtain, Brun, Noir
Eyelash Grower; Eye Cream
Eye-Drops; Eye Wash; Eye Tonic

BARBARA GOULD

Eye Shadow in Grey, Light Blue, Dark Blue, Green, Violet, Brown
Mascara in Black, Brown, Blue, Blue-Green
Eyebrow Pencil in Black, Brown
Eye Cream

DOROTHY GRAY

Eye Shadow in Blue, Brown, Grey, Deep Blue, Green, Violet
Lashique (solid) in Royal Blue, Midnight Blue, Green, Brown, Black
Liquid Lashique in Dark Brown, Light Brown, Black, Blue
Eyebrow Pencil (with sharpener) in Light Brown, Brown, Black, Blue

GUERLAIN

Powder Eye Shadow in Blue, Brown, Black
Eye Shadow in Green, Blue, Periwinkle Blue, Brown, Dark Blue, Silver Green, Silver Blue, Golden Brown
Eyebrow Pencil in Black, Brown, Blue

HOUBIGANT

Mascara in Black, Brown, Chestnut, Blue-Black (Refills with new brush available)

RICHARD HUDNUT

DuBarry Eye Shadow in Blue, Brown, Grey, Green, Violet
DuBarry Lash Beauty (Mascara) in Black, Brown, Blue
DuBarry Eyebrow Pencil in Black, Brown
DuBarry Eye Bath

JAQUET

Eye Shadow (L'Ombrage) in Dark Brown, Blue, Silver, Mauve, Sea-Green
Mascara in Black, Brown, Blue, Green
Eyebrow Pencil (Le Crayon) in Black, Brown
Crême Appateer; Eye Pads
Eye Lotion (Cereseuilles)

JEANETTE POWDER PUFFS, INC.

Lovli Lashes (Brushless Mascara) in Blue, Black, Green, Brown

KOHL

Malko Brothers-Cassatly Company, Inc., 78 Washington Street, New York City.

KURLASH

Shadette (Compact Eye Shadow) in Blue, Brown, Violet, Green
Lashtint (Cake) in Black, Brown, Blue
Lashtint (Liquid) in Black, Brown, Blue
Lashpac (Stick) in Black, Brown, Blue
Kurlene; Kurlash; Tweezette; Twissors

LUCIEN LELONG

Mascara in Brown, Black, Blue

LENTHÉRIC

Eye Shadow in Brown, Black, Blue, Green, Grey, Violet
Mascara in Brown, Black, Blue
Eyebrow Pencil in Brown, Black, Blue

LESQUENDIEU

Tussy Eye Shadow in Blue, Grey-Blue, Green, Brown, Purple
Tussy Cosmetique in Black, Brown, Blue
Tussy Eyebrow Pencil in Light Brown, Brown, Black, Blue

JAMES MACDONALD

Eye Lid Lotion

MARLY

Eye Shadow in Black, Brown, Grey, Green, Light Blue, Dark Blue, Violet
Mascara in Brown, Black, Blue

PRINCE MATCHABELLI

Iridescent Eye Shadow in Green, Brown, Grey-Blue, Violet
Mascara in Brown, Blue, Black

MAYBELLINE

Eye Shadow in Blue, Blue-Grey, Brown, Violet, Green
Mascara in Black, Brown, Blue
Eyebrow Pencil in Black, Brown
Eyelash Tonic Cream

GERMAINE MONTEIL

Eye Shadow in Purple, Flag-Blue, Light Blue, Green, Brown

PINAUD

"Six-Twelve" (Cream Mascara) in Brown, Black, Blonde, Chestnut

PRIMROSE HOUSE

Ko-Hul Eye Shadow in Black, Brown, Blue, Violet, Green
Mascara in Black, Blue, Brown,
Eye Bath; Eye Wrinkle Cream

PRINCESS PAT

Eye Shadow (Dry) in Grey, Blue, Green, Brown, Purple, Black
Eye Shadow (Moist) in Grey, Blue, Green, Brown, Purple, Black
Mascara in Brown, Black, Blue
Eyebrow Pencil in Brown, Black

KATHLEEN MARY QUINLAN

Eye Shadow in Light Blue, Dark Blue, Grey-Brown, Dark Brown, Light Green, Dark Green, Violet, Silver Blue, Silver Green, Silver Mauve
Cosmetique in Blue, Green, Brown, Black
Eyebrow Pencil in Black, Brown
Eyelash Cream; Bath; Cream; Packs; Eye Astringent; Drops; Kit
Vanity-Case with Eye Shadow

ROGER AND GALLET

Eyebrow Pencil in Black, Brown

HELENA RUBINSTEIN

Iridescent Eye Shadow in Blue, Green, Blue-Green, Violet-Gold
Eye Shadow in Black, Brown
Persian Mascara in Black, Brown, Blue, Blue-Green
Eyebrow Crayon in Black, Brown, Blue
Eyebrow Pencil in Black, Brown
Eyelash Grower and Darkener
Eye Lotion; Herbal Eye Packs; Tissue Oil

TANGEE

Tangee Cosmetic (Mascara) in Brown, Black

TOURNEUR

Eye Shadow in Emerald, Sapphire, Carnelian, Smoky Pearl, Amethyst
Mascara in Emerald, Sapphire, Carnelian, Onyx; Eyelash Comb

VITA-RAY

Eye Shadow in Blue, Blue-Grey, Amethyst, Brown, Dark Green, Light Green, Black
Mascara in Brown, Black
Eyebrow Pencil in Brown, Black



Down through the centuries has come the ritual of the wedding ceremony. About it clings an eternal aura of glamour and romance. Yet the essence of this ceremony has always been the dignity . . . the formality with which even the smallest detail is carried out.

The beginning of this ritual is the invitation. And here you may be a little perplexed at the number of questions that will arise when you order your wedding papers. The size . . . the spelling of a word . . . the writing of the hour. For all of these there is a definite procedure.

Happy is the bride who chooses Linweave. For Linweave papers are the finest to be had. Designed to follow custom and precedent, they are made up newly each year to incorporate those changes that have been accepted by the best informed in the social world. Their quality and good taste are unquestioned.

As a wedding advisory service Linweave offers "The Etiquette of Wedding Invitations and Announcements." This authoritative little booklet reviews all the customs that surround the announcing of a wedding. For your copy, address "Linweave," 270 Broadway, New York City. (Please enclose 10 cents, to cover the cost of mailing.)

THE LINWEAVE WATER-MARK IN YOUR PERSONAL STATIONERY IS ASSURANCE THAT IT IS THE FINEST IN THE WORLD TODAY





NELSON

(Left to right) Chatham's all-wool blanket; Wanamaker. Saint Marys' three-toned blanket; McGibbon. North Star's striped blanket and (bottom) Kenwood's coverlet; Lord and Taylor

HOPE CHEST—1935

(CONTINUED FROM PAGE 95)

BLANKETS. Must have:

a. Two pairs (to allow for cleaning) of those North Star, all-wool blankets with pale green cross-bars and satin binding. These for our beds. (Extreme right, above.)

b. Also for our beds, two lightweight summer blankets from Chatham, to match pastel sheets. So lovely that I hate to use blanket covers with them, even those Korean silk ones (shown on page 144).

c. One pair of the three-tone Saint Marys blankets for guest-room. (Centre, above.)

d. Maybe can get Aunt Harriet to give me hand-loomed, plaid Kenwood blanket (like one underneath blankets above) for *chaise longue*. Much better wedding present than set of Dickens. Like naps and dislike *Little Dorrit*.

e. Carlin Comforts and Eleanor Beard both have marvellous comforts. Make Anne go along to help choose. Pair for Jim's and my room, one for guest-room.

SHEETS AND PILLOW-CASES

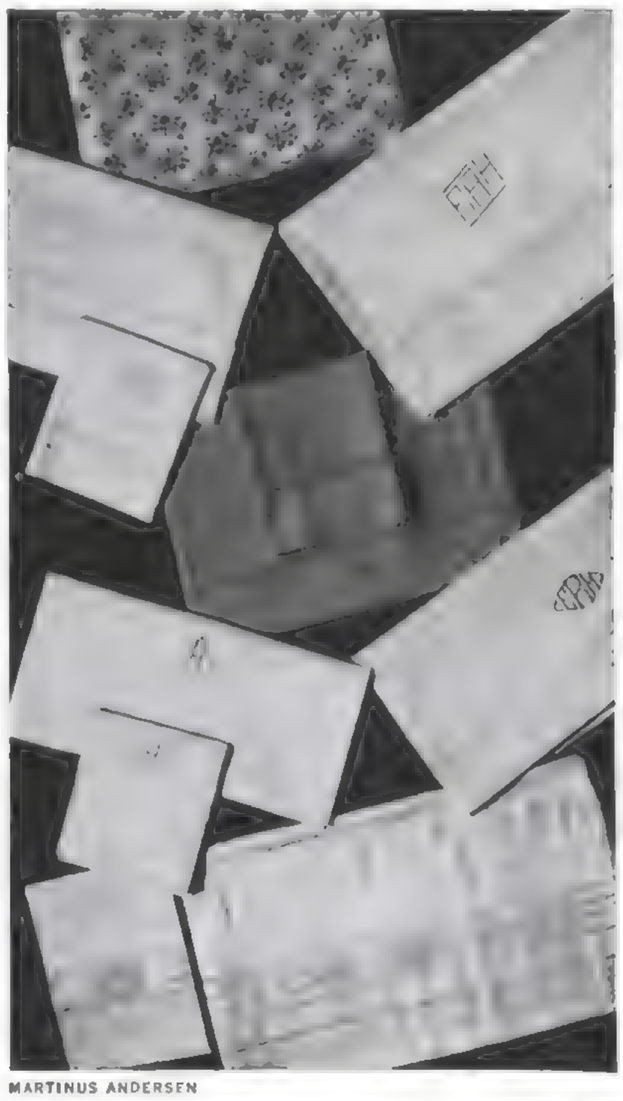
a. Must have at least sixteen working sheets (sounds so efficient, like aged housekeeper). So shall have two pairs each of:

1. Pastel Wamsutta Supercale sheets, embroidered monogram.

2. Pepperell "Peeress" Percale, with marvellous machine-made monogram.

3. White sheets with coloured monogram, very cheering at 7:30 a.m. Can't decide between Cannon and Utica, so will take both.

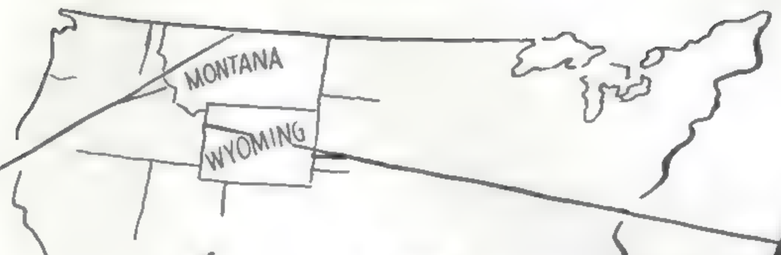
b. For luxury, think two pairs of pastel, flowered linen sheets at Maison de Linge, or same thing in percale at Mosse. Should give me glamorous, wood-nymph feeling. (On second thought, do wood-nymphs use sheets?) (Continued on page 142)



MARTINUS ANDERSEN

• (Top) Pastel flowered linen sheet; from Maison de Linge
• From left to right, down the page—Wamsutta's Supercale sheet and pillow-case with embroidered dots and monogram; from Emma Maloof
• Cannon's percale sheet with machine-embroidered monogram and hemstitched border; from McCutcheon
• Pink crêpe de Chine sheet and pillow-case; McCutcheon
• Pepperell's "Peeress" percale set in white or pastel shades, with machine-done monogram; from Altman
• Utica's all-white sheet, with coloured machine-done monogram. From Altman
• Imported pink linen sheet and pillow-case with hand-embroidered border; McCutcheon





Dude Ranches



Risk your roll on any of these outfits, for an epic time and health to last a year. Vogue's representative played dude in every one, and they're all ace-high. Lone ladies, twosomes, entire families hilariously welcome. Write to your choice for details.

VOGUE'S RANCH DEPT.

If your mind refuses to jell and you can't decide between two—or you need more arguments to open a manly purse—page Vogue's Ranch Dept. Complete data about each outfit is on file, and the Manager lives to advise. Address: 420 Lexington Ave., New York City. Telephone: Mohawk four—seven five hundred.

EATON BROTHERS

Dude ranchers for more than fifty years. There is a new folder just off the press entitled "Gates". It has many interesting photographs and tells something about the Big-horn country—and quite incidentally, of course, about Eaton's Ranch. For a copy please address a note to Eaton Brothers, Wolf, Wyoming.

H F BAR & PARADISE

Ranches that have for a quarter of a century catered to a select clientele. Riding, fishing, swimming, tennis, trap-shooting, hunting. Write or phone our Eastern Representative: Miss Nancy Cole Smith, The Barbizon, Lexington Avenue & 63rd St.; phone, Regent 4-5700; or write Frank O. Horton & Sons, Buffalo, Wyo.

VALLEY RANCH

Valley—a real old time Wyoming outfit, built around the famous Valley Spring. Picturesque log cabins, green meadows, cottonwood groves, trout streams — rolling range and mountain trails. Horses to suit experienced or inexperienced riders. Write: Larry Larom, Valley, Wyo. or N. Y. C. office —Brooks Bros. Madison Ave.

QUARTER CIRCLE U

Real Western hospitality welcomes you at this old-time cattle ranch where you can join in all ranching activities,—hard-riding days on the round-up or loafing on the cool, shaded lawns. The ranch house and nearby cabins offer every convenience. Swimming, hunting, polo, pack-trips. Write: Grace Brewster-Arnold, Birney, Mont.

CM RANCH

An old time ranch in real ranch and mountain country. Background of long operation and experience. Exceptional variety of most interesting riding camping country. Long experience families and young people. In New York until May 1. Charles C. Moore, % E. C. Leffingwell, 551-5th Ave. or write: Dubois, Wyo.

LAZY K BAR RANCH

You will like this "Crazy Mountain Country" where lies Van Cleve's Lazy K Bar Ranch. This is a country of snowy peaks with blue lakes between—timbered slopes dropping swiftly to the broken foot-hills. Lazy life at the ranch—or active in the saddle—or fishing where the big ones lie. Write: Paul Van Cleve, Big Timber, Mont.

T A T RANCH

Located in the green foothills of the Big Horns, close to the very high mountains is T A T Ranch. Enjoy with us the wonderful outdoor life afforded by the unusually fine riding, fishing and hunting country; also swimming, sailing, badminton, tennis, polo. Write: F. W. Leach, % A. B. Leach, 60 Wall St., N.Y.C. or Kearney, Wyo.

DIAMOND G RANCH

Superbly located in the heart of the Wyoming Rockies, yet easily accessible. Unspoiled country, whose seclusion harbors trout-haunted streams and the sundry habitations of wild game. A place for happy idling or for zestful adventure along beckoning trails. Cozy log cabins with private baths. Write: Foster Scott, Dubois, Wyo.

BONES BROS. RANCH

Spring in the Hanging Woman Country, with green grass, buttercups and coyote pups, invites you during this ideal time of year. Plenty of ranch activity. Fishing and camping trips arranged from The Medicine Wheel, our permanent camp in the Big Horn Mountains. For complete information, write: Bones, Birney, Mont.

ELKHORN RANCH

Elkhorn—a horse and cattle outfit. In a wild unspoiled country Northwest of Yellowstone Park; filled with big game, many trout streams. Accommodates ten eastern families in comfortable cabins with bath. Experienced guides, good food, top horses & informality are what we stand for. Ernest Miller, Bozeman, Mont.

SUNLIGHT RANCH

A cattle and horse ranch for over 30 years located in a quiet valley surrounded by snow capped mountains. Come early, in May and June you may hunt bear and photograph elk and mountain sheep. Excellent food, attractive cabins all facing the mountains. References exchanged. Please write to Simon Snyder, Cody, Wyoming.

OX YOKE RANCH

Charlie Murphy's Ox Yoke Ranch lies 30 miles north of Yellowstone Park. A real operating stock ranch of 20,000 acres. Old historical ranch background. Electric lights and bath in every cabin. Ride the range cow country with native Montanans. Write for detailed information. Charlie Murphy, Emigrant, Montana.

A BAR A RANCH

Located: Encampment, Wyoming. A "real" cattle ranch equipped with facilities for every comfort of its fifty selected guests. Excellent food. Good horses. Thrilling fishing in the trout-laden waters of the North Platte. 48 hours from New York by rail and 14 hrs. by air. Write: "Chuck" Adam, 521 Fifth Ave., Room 402, N. Y. C.

PITCHFORK RANCH

Not an ordinary dude ranch but a real cow outfit which is opening its doors to give a few people a taste of true western life. Round-ups, branding, trailing the 40,000 Pitchfork cattle and sheep to the mountains, for the cow-boy minded; fishing, hunting, riding, swimming for the sportsman. Write: Charlie Belden, Pitchfork, Wyo.

E BAR L RANCH

A ranch in the Blackfoot valley west of the Big Divide. An unsurpassed horseback country. Miles of fine trout streams. Good beds, food, horses and equipment. Bath in every cabin. Riding, fishing, swimming, hunting, pack trips. Write: E Bar L Ranch, Greenough, Mont. or E. Potter, 2745 Brandywine St., Wash., D. C.

DUDE RANCHES



Wouldn't you like to give yourself and your family the advantage of a vacation on one of the famous dude ranches of Wyoming or Montana this summer?

● Away from the enervating heat of cities; away from the swift pace of the noisy business world; away from the dull humdrum of household duties.

● You ride horseback through flower-filled meadows and valleys; out across the endless plains; through the forests and the canyons; as high and as far as you care to go into the mountain wilderness of the Bighorns or the Absarokas. Experienced guides take you everywhere.

● You hike a good deal; go camping or make a pack trip; enjoy some of the finest trout fishing in the world; pitch horseshoes, learn to twirl a rope; sit on the top rail of a corral fence and watch the cowboys work with calves and colts; lend a hand at round-up; visit the rodeos 'roundabout.

● Well, just about everything you've always wanted to do.

● Boots, chaps and a ten-gallon hat; sunshine and saddle leather; warm, cloudless days and cool, crisp nights that call for blankets.

● We'll be glad to send you our new free booklet . . . a list of the ranches . . . an interesting guide to ranch life.

This summer all the regular Pullmans to Sheridan and Cody will be air-conditioned.

Albert Cotsworth II, Pass'r Traffic Manager
Burlington Railroad, Chicago





(Top) Peach linen guest-towels; Emma Maloof. (Second row) Towels: McCutcheon's imported linen. Next three of linen, initialled; Altman. Linen. Point de Venise lace; Emma Maloof. (Third row) Towels: Altman's écru linen. All-white damask; McCutcheon. Altman's bordered linen. Two fine linen towels from McCutcheon

HOPE CHEST—1935

(CONTINUED FROM PAGE 140)

c. For feminine guests, one pair pink linen sheets (divine) from McCutcheon. Also pink crêpe de Chine. Male guests will prefer stark-white, feel practically sure. (All of these sheets shown on page 140.)

TOWELS. Two things must remember:

a. Towel shortage embarrassing.

b. Men hate small towels, and damp bath-towels.

1. Hand-Towels: Four dozen working towels, to include:

(a) Two dozen plain white linen ones. So restful.

(b) Two dozen with coloured borders to match bath-towels, and shaded borders in three tones.

(c) Must have half-dozen with border of hand-embroidered dots.

(d) Guests will curdle with envy at peach linen with Binche lace, and fine linen with Point de Venise. Two of each enough, though would love millions. Also think écru linen with dark-coloured border and monogram to match terribly smart, and imported towel with hand-embroidered border. Half-dozen white damask necessary. (All of these shown above.)

2. Bath-Towels. Must have two dozen for every-day. Shall choose from:

(a) Ribbed ones in solid colours, and diagonal ones with huge coloured monogram.

(b) Pastel towels, contrasting stripes on border and lovely, enormous monogram. Wash-cloth has small monogram to match.

(c) Ones with rope border, sort of masculine.

(d) Contrasting blocks on border sort of get me personally (as usual).

(e) Divine grey set with monogram shaded in red. Also yellow-and-brown set. Must work into colour scheme if possible.

TABLE-LINEN. Must now be very logical and consistent or will be very mixed. Will begin with:

A. Breakfast Sets.

Here problem sets in, because I dislike intensely getting up for breakfast, but Jim thinks breakfast in bed is (1) immoral, (2) unsanitary, and (3) results in crumbs between the shoulder-blades. So guess had better prepare for both points of view with: (Continued on page 144)



ANDERSEN

- (First row, diagonally down) Martex yellow bath set with brown border: from Altman
- Diagonal-ribbed bath set embroidered in red and blue; from McCutcheon
- Contrasting borders on Cannon bath set from Altman
- (Second row, diagonally down) McCutcheon's grey bath set, with monogram shaded in red
- McCutcheon's ribbed bath set in dark red or green
- Martex towel with contrasting blocks on border; from Bloomingdale's
- (Far right) Cannon pastel bath set with rope border; McCutcheon

drive an **AUBURN** *and* **GO** *Places*



Everywhere you drive them, the distinctive Auburn Models offer manifest evidence of discriminating taste.

AUBURN AUTOMOBILE CO.
AUBURN, INDIANA

PERSONAL PAGEANT

(CONTINUED FROM PAGE 72)

fashion of the day—parted in the middle, with a Greek knot low down upon her neck. She walked with an upright carriage and downcast eyes, and when she made her curtsies, every one near me asked who she was. Added to a lovely oval face, she had beautiful manners and in a very short time, no entertainment was perfect without her.

The days of great balls, dinners, and entertainments are over, and high taxation has made an incalculable difference in our way of living and has brought with it many sad and silly changes. Our beautiful London houses have been sold, and expensive flats or hotels have taken their places. This will drive every one into the country, as life in flats is foreign to English ideas: there is no feeling of home if you have to press a button to arrive in your nursery. As far as I am concerned, money has always been in the wrong hands!—but it is more conspicuous to-day than it ever was, as the best country landlords are hard put to it to keep all those who have lived for generations upon their magnificent estates.

Indeed, English society to-day has retired from London to the country, and the only phase of social life that has not been changed in the last twenty-five years is country life. Gone are most of the great houses in London, but the majority of the great country houses still go on, and the English country house-party of to-day is just what it was twenty-five years ago. Also, in the reign of King Edward, the leaders of English society vied with one another to entertain the King and the beautiful Queen Alexandra, for they led society and gathered about them a court that was a modern counterpart of the courts in the great days of Versailles. But with the change of time, our present King and Queen set a standard of society as a good example to the people, rather than a standard of society and gaiety, and it can be truthfully said that no monarchs in their time have been more perfectly attuned to the world of their day or have won greater love and respect from every one. But as their interest in society is far less than in the previous reign, there is no longer the same incentive to keep open large London houses in order to entertain the King and the Queen and the court.

THIS NEW FASHION

Probably the greatest change in fashionable society that I have seen in the last twenty-five years is the eclipse of the chaperon and the complete freedom between young men and young women. Any girl at any time can go with her young man almost anywhere she likes. She can take him on the river, drive him in her motor, and invite him to suppers, parties, and theatres. This does not mean that she is what in my day was called "fast"; on the contrary, she is as virtuous as she is independent, but she is not really intellectual. She is not much (Continued on page 145)



FORTNUM'S

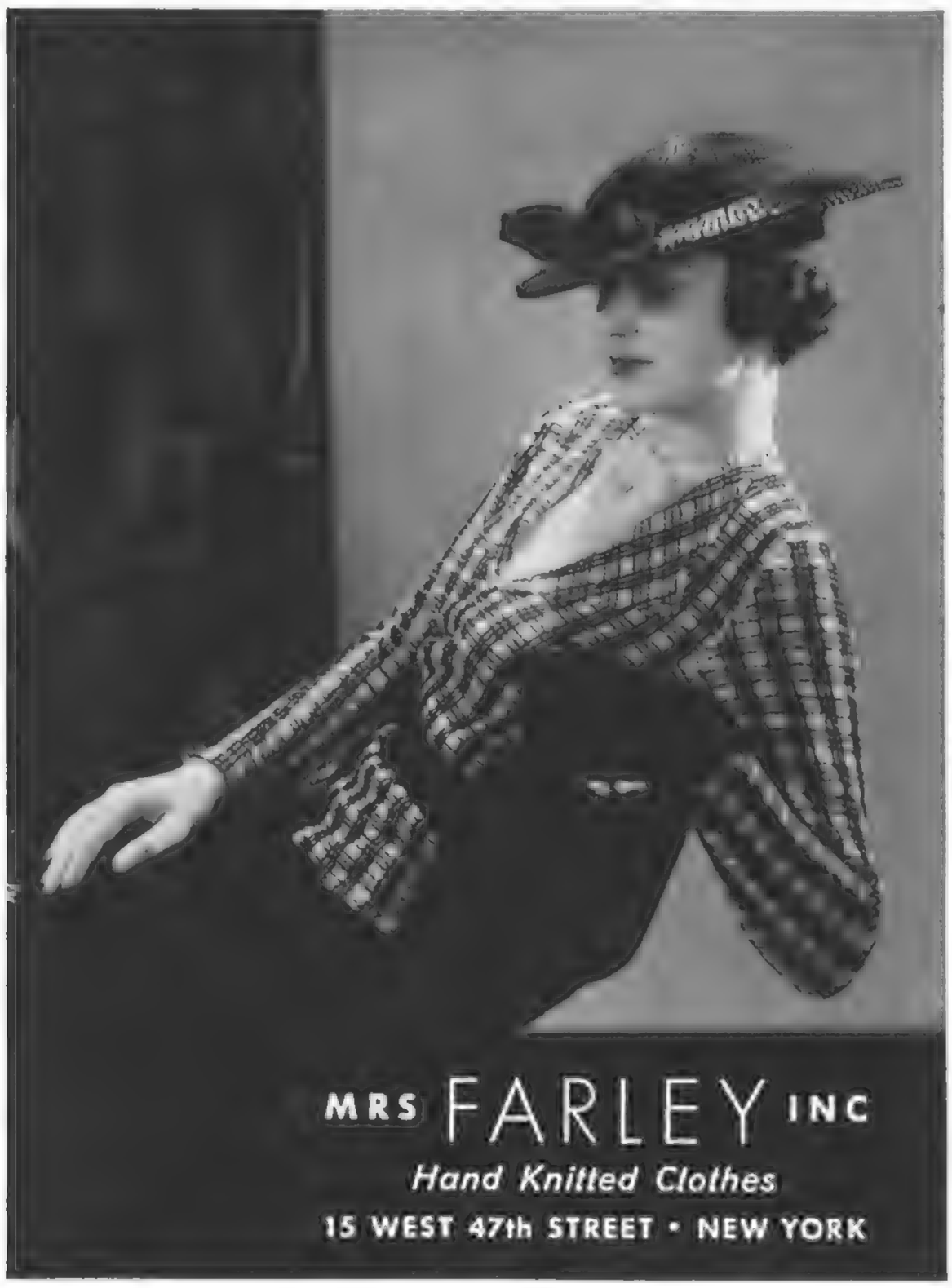
EARLY SUMMER COLLECTION—READY TO WEAR

We have faithfully copied one of our most useful Original Models, using imported linen and a crisp checkered pique.

The dress, with sun back, comes in navy, beige, brown and lake-blue, and is priced at $35.00. The coat, in white only, is $45.00. Each may be bought separately.

FORTNUM & MASON
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models are all
ORIGINALS



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METAL TUBE CLOSING.
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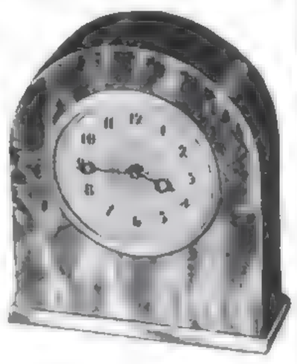


Some timely gossip heard in the Bride's House

We couldn't help but eavesdrop. Such nice things were said. But then, that's why the decorators of House Beautiful Magazine selected these Seth Thomas clocks. They knew women would fall in love with them. And they also knew that a clock in every room was a smart, 1935 idea—and so practical!

but sh-h-h

. . . let's listen!



"A clock in the hall! My husband would like that! He commutes, you know. Wonder how much this one costs." And was she surprised to learn that this smart eight-day table model—the DURA—is so reasonably priced at only $5.95.



Lots said this—"And I thought you simply had to put a clock like this on a mantel! A wall bracket *is* smart!" This eight-day model, the THAMES, is an authentic reproduction of an old English clock. Mahogany case with panels of burled redwood. Strikes the hours and half-hours. $27.50.



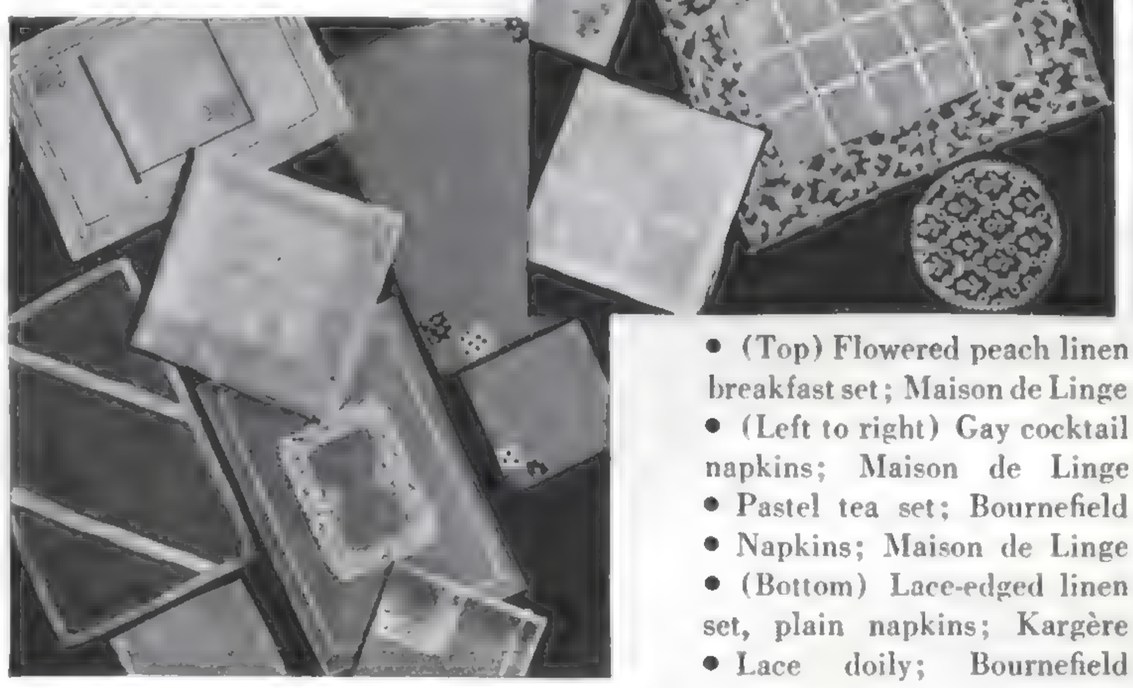
"Oh, isn't this one sweet. Is it an heirloom?" No, madam, quite new, but designed for Provincial and early American rooms. Honey-tone maple finish; mirror front and painted dial. We call it the PRIMROSE. 8-day . . . only $7.75.

P. S. From these and many more new models your jeweler or department store will help you select the correct Seth Thomas clock for any room or as an enduring gift for any occasion. Seth Thomas Clock Company, Thomaston, Conn.

SETH THOMAS

MAKERS OF FINE CLOCKS
FOR MORE THAN A CENTURY

• (Below) Natural linen lunch set, monogram; Mosse
• Green linen lunch set; diagonal écru stripe; Bournefield
• Binche lace-edged linen tea-cloth and napkins; Bournefield
• Red linen lunch set, with appliqué; Bournefield
• Écru rayon damask lunch set; from Grande Maison de Blanc



• (Top) Flowered peach linen breakfast set; Maison de Linge
• (Left to right) Gay cocktail napkins; Maison de Linge
• Pastel tea set; Bournefield
• Napkins; Maison de Linge
• (Bottom) Lace-edged linen set, plain napkins; Kargère
• Lace doily; Bournefield

HOPE CHEST—1935

(CONTINUED FROM PAGE 142)

1. One dozen tray-cloths for me.
2. Six breakfast cloths for Jim.
3. Peach linen with field-flowers for guests, Sundays, and national holidays.

B. Lunch Sets. Must include, also:

1. Handkerchief linen in red or dark blue, frightfully smart.
2. Natural linen, embroidered in red and black, swell.
3. Écru organdie and apple-green linen, for getting Mrs. B's goat, the old lemon.
4. Handkerchief linen with Milan lace appliqué and hemstitching.
5. Hand-embroidered tea set in pastel shades with Binche lace, which ought to convince Jim's mother that I have Nice Instincts.
6. Écru rayon damask lunch set.

C. Tea-Cloths.

Handkerchief linen and Binche lace tea-cloth from Bournefield is perfect.

D. Cocktail Napkins.

1. Like little men on horseback.
2. Even Aunt Harriet will sip gin if I give her one of those sheer linen Binche lace-trimmed cocktail napkins.

E. Finger-Bowl Doilies.

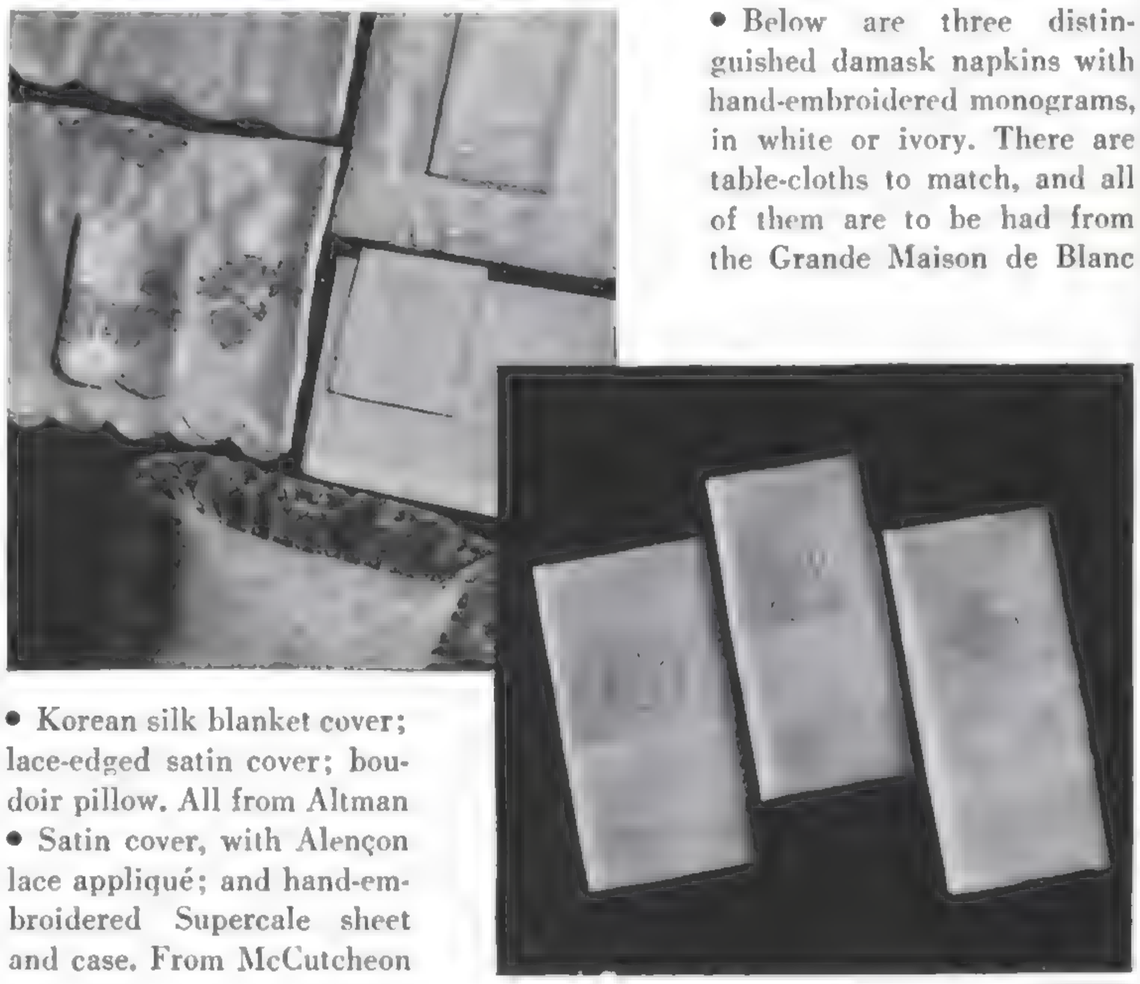
1. One dozen. Hand-run lace ones lovely.

F. Table-Cloths.

1. Must have two ivory damask cloths and two dozen napkins to match, with hand-embroidered monogram. Should get Jim substantial raise in prestige with boss.
2. Adore runners and doilies on shiny table, even at formal dinners, so must have these, also. (All of these linens are shown on this page.)

DON'T FORGET

1. Two dozen each kitchen-towels, glass-towels, wash-cloths.
2. Six bath-mats.
3. One dozen sheets, hand- and bath-towels for maid.
4. Blankets for maid.



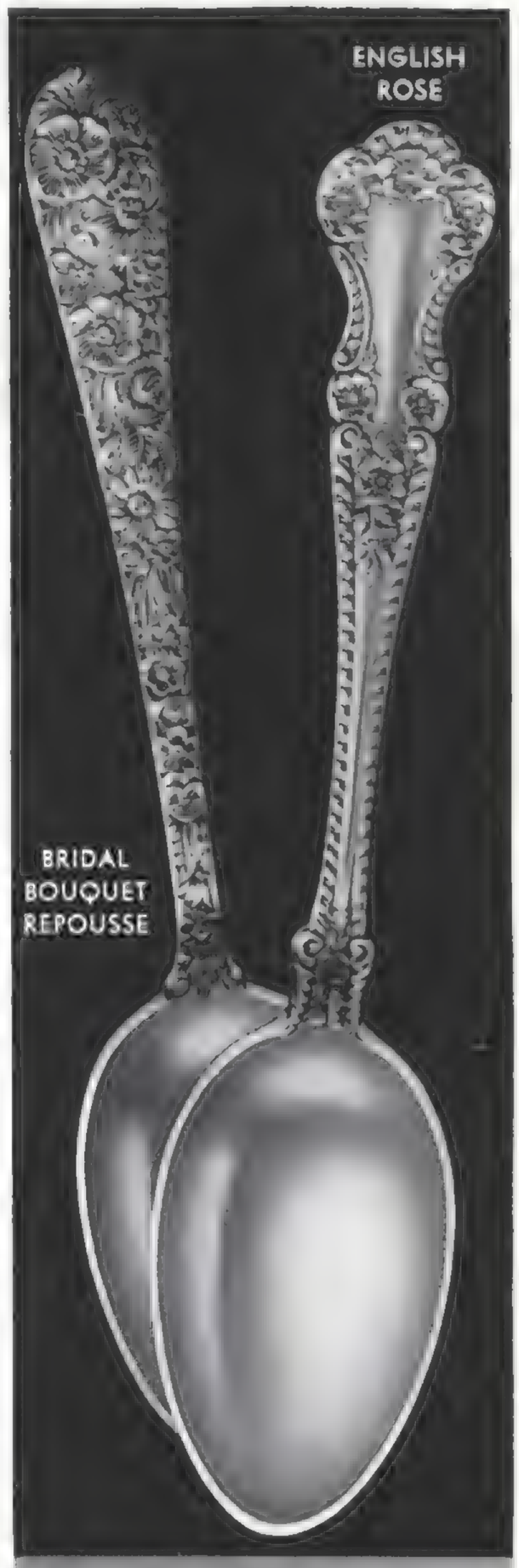
• Korean silk blanket cover; lace-edged satin cover; boudoir pillow. All from Altman
• Satin cover, with Alençon lace appliqué; and hand-embroidered Supercale sheet and case. From McCutcheon

• Below are three distinguished damask napkins with hand-embroidered monograms, in white or ivory. There are table-cloths to match, and all of them are to be had from the Grande Maison de Blanc

ANDERSEN

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A NEW THRILL . . .
AND TRUE ECONOMY, TOO,
IN THESE LOVELY PATTERNS
IN STERLING *by*

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PERSONAL PAGEANT

(CONTINUED FROM PAGE 143)

concerned about the poor, except for selling programs at fashionable charity matinées. She does not attend literary lectures, go to debates in the House of Commons, or visit the East End. *Some* may, but the majority do *not*, and as most girls come out at the age of seventeen, unless they have persistent intellectual ambition, it is difficult to see how they can develop their minds.

YOUTH AT WORK

This sounds pedantic, as the débutantes of to-day are far better educated and have travelled more widely than the average girl of twenty-five years ago; nevertheless, I think the world is too much with the young girls of to-day. As against this, the young men of my acquaintance have much improved since the War. In the first place, they all work. No young men can afford to be idle to-day, and whether they are of high or low degree, the present state of affairs offers every opening for young men of character and ambition. In my youth, the eldest sons did nothing, and the younger ones went either into the Church, the Army, or the Navy. You had to be clever to go into law, diplomacy, the civil service, or politics, and few of the aristocracy ever became stockbrokers. All this has changed during recent years, and big business has attracted a great many young Englishmen of birth and education.

There has been an immense and far-reaching development in games-playing—particularly in golf and tennis—, and, in these, America and France have taken the lead. "Playing the game" was a traditional British motto, and we prided ourselves in teaching foreigners the noble way in which games should be lost. I fear that in this latter respect we have been only too successful. Fortunately, our vigorous competitors have won both our love and admiration, and there is not a man in these Islands who is not proud of watching the prowess of men like Bobby Jones, Hagen, Tilden, Cochet, Lacoste, Borotra, and a score of others.

It would take up too much space to write of airplanes and radios—which have eliminated time and space and benefited the whole world. So I will conclude this article by a confession of faith—a faith shared by all His Majesty's subjects.

BRITISH BELIEF

We do not believe in Dictators, and the most popular President could never take the place of our King. The War has left many wounds, but they can be healed. Men ardently desire to "follow the things that make for Peace"—and, in this, I think the English-speaking people are destined to play a fine and lasting part.

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You have yielded to the spell . . .
It's the spell of sunny France
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Frenchmen made my cosmetiques
For my lips and eyes and cheeks
Soft and glowing, never mussy!
And the magic word is TUSSY
Now they make them over here! So the price is much less dear.

A MIRACLE... The new TUSSY AUTOMATIC LIPSTICK, in a one-hand case that *works*. Even in the shambles of a handbag, it keeps the lipstick clean, fresh and well-edged. Indelible, softens and moistens the lips while imparting the lovely color that lasts and lasts and lasts.

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Lipstick • Nail Polish • La Reine des Cremes Powder • Rouge • Emulsified Cleansing Cream



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Rochester	Sibley, Lindsay & Curr
Albany	The Van Hausen Charles Co.

If a store in your city is not listed, please communicate with the store nearest you.

PRINCE ALEXIS N. GAGARIN
INCORPORATED
551 Fifth Avenue New York

ENGLISH COUNTRY

(CONTINUED FROM PAGE 69)

Victorian spires softened by the failing light. Then turn round and look again at Lansdowne Crescent. And ask yourself whether the colour grey, which you had always thought so dull before, is not the best colour for building in the world and whether Bath is not the most beautiful city.

Of the hotels in Bath, the Pump Room Hotel is the most luxurious, though it is modern. The Pultney is the most old-fashioned. It has an amusing collection of oil-paintings, and Pultney Street is exquisitely elegant, with the Museum crowning the end of it. The Spa Hotel outside the town commands the best view. Before you leave Bath, visit Prior Park, a grand eighteenth-century house, whose park is generally open to the public.

The West of England is not a very good place for food. The best food to be obtained near Bath is at The Cave Man, Cheddar Gorge, a road-house built in a suitable and sensible style and owned by Lord Weymouth. There, you can get almost anything that is good to eat, while the enormous Caves, well known as a "beauty spot," have been so skilfully floodlit that they are well worth seeing.

On your way back, go and look at Clifton and Bristol, where you will see more magnificent eighteenth-century architecture. And if you have had enough of this severely perfect style, there is always Wells Cathedral, not so far away.

WILTSHIRE: The county of Wiltshire, though it almost adjoins Bath, is as different as chalk from cheese. Bath is the cheese, Wiltshire is the chalk. It is a country mostly of rolling downland, golden in the summer and winter, a wonderful brownish-green in the spring. In the valleys of the downs are little mellow brick cottages, thatched and clustering amongst elm-trees round grey church towers. Here and there on the bare downs (which the eighteenth-century elegantly decked with white horses and clumps of beeches) are prehistoric remains.

Stonehenge is disappointing. It is too touristified to be worth seeing. But at all costs visit Avebury, once the centre of Druidic worship in England. The Silbury Hill, the biggest earthwork in Europe, is just outside the village. No one knows what its purpose was. The village is surrounded by a high rampart, and the little houses and old church in the middle look quite modern beside the sinister relics of the Druids. Huge upright stones lie here and there. Two hundred years ago, there were many more of them, but the farmers broke them up to build cottages.

The towns in Wiltshire that are worth seeing are Devizes, for its eighteenth-century houses and Anstie's old snuff and tobacco factory; Salisbury, for its Cathedral and close, though the rest of the town, except for Saint Thomas's Church, is spoiled. Marlborough, for its fine High Street, and (Continued on page 147)



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ENGLISH COUNTRY

(CONTINUED FROM PAGE 146)

Savernake Forest, which watches over the town. This forest of long, cathedral-like avenues of beech-trees is the most beautiful in England.

WILTSHIRE'S COUNTRY HOUSES

Next to the downs, Wiltshire is good for country houses. They are museums in the truest sense of the word, for they are, most of them, inhabited by the families for which they were originally built. By far the most imposing is Wilton House, outside Salisbury, the residence of Lord Pembroke. It is shown to the public on Wednesdays and Saturdays. On no account should you miss seeing it. It was designed by Inigo Jones and his assistant in the seventeenth century. The plain, rambling exterior set among beech-trees and a gentle meadow-land, gives place to a wealth of gilding, painted ceilings, Van Dyck pictures, and imposing staterooms within. The most beautiful of all the apartments is the Double Cube Room. Stand in it without talking, for a full five minutes, and let its perfect proportions and careful details sink into your mind. Look out of the windows on to the old trees and elegant, planted prospects. You are back in the past more than you ever will be, even in a cathedral.

Stourhead is another place worth visiting. The gardens, which are more interesting than the house, are generally open. They contain all the grottoes, temples, level lawns, and surprising vistas in which that greatest period in English history, the eighteenth century, delighted.

You will find, in most hotels and public libraries in the county, a list of the days and hours on which these houses and gardens can be visited. I advise your seeing the following while you are in Wiltshire: Tottenham House, Ramsbury Manor, Wraxall, Lacock Abbey, Coleshill, Stockton Manor, Trafalgar, Lydiard Tregoze (the church is the most interesting and beautiful in the country), Littlecote (which has the most horrible ghosts).

And while you are journeying from one house to the other, look at the little green valleys—such as the Wylye and the Kennett valleys—among the downs. And on all possible occasions, avoid places inhabited by the Army—such as Bulford and Tidworth. They are hideous beyond belief.

MARSHLAND

And now, I am going to take you miles away—to the least-visited part of England, round the towns of King's Lynn, Wisbech, Spalding, and Boston, on the borders of Lincolnshire and Norfolk. It is a district that is thought uninteresting, because it is flat. But it is its flatness that gives it beauty. Bath is the place for hills and terraces, Wiltshire for downs and houses, Marshland (Continued on page 148)



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ENGLISH COUNTRY

(CONTINUED FROM PAGE 147)

is the place for churches. They rise up, crystal palaces made of stone and glass, out of the marshes, the willows, the oaks, and the elms of the meadows around them. This is the place to see sunsets. This is the sort of country Tennyson wrote about, those

"crowded farms and lessening towers
That mingled with the bounding main,"

for he came from Lincolnshire.

King's Lynn, once a prosperous port, but now the centre of the roundabout manufacturing business, stands in the eastern corner of the district I have in mind. It is a very beautiful town indeed, for it was lucky enough to have a fire at the end of the seventeenth century. Lynn had its Christopher Wren, who was a little-known man called Henry Bell. He built much of the new Lynn, and if you walk along its empty streets on the banks of the River Ouse to-day, you will see the Custom House that he designed in 1683. And if you look through the windows of some of the large, but now deserted, merchants' houses throughout the town, you will see fine plaster ceilings and panelled rooms—doubtless from his design, too. The huge Market Square, with the Saracen's Head Hotel on one side, designed by Bell, is dominated by the spire of a lofty and very beautiful church, that of Saint Nicholas. And if you want good fish to eat, and comfortable rooms, stay at the "Globe" on the riverside of the Market Square. In the evening, you will be able to sit at the end of the bowling green, on a seat looking out across the Ouse to the mouth of the Wash, that huge waste of sand, reeds, and water where King John lost his jewels. The sun will set in unbelievably lovely colours, and in the breeze—for whatever the weather, there is always a breeze in Lynn—, the sails of the few fishing-boats will smack and flutter.

Then, next morning, buy an Ordnance Survey Map of one inch to the mile, and drive down little lanes beside willow-shaded trees, keeping off the main roads as much as possible, to the most magnificent church in England—Walpole Saint Peter. Outside, it is imposing. Inside, it is more imposing still—old pews, old screens, old monuments, and a fine, carved roof—all dazzling with the clear marshland light coming in through huge carved windows. These Norfolk churches of flint with their tall towers are many of them miniature cathedrals. Near Walpole are the Wiggenhall churches. Only a few people live in what must have once been large and prosperous places, to justify such enormous churches. The loveliest are Wiggenhall Saint Mary Magdalen and Saint Mary the Virgin. They are in a wretched state of repair, and Wiggenhall Saint Peter's church is almost a ruin. (Continued on page 149)

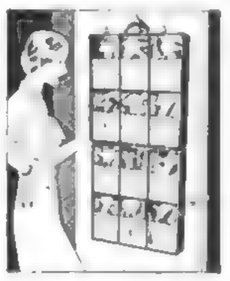
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Patricia Paige

5226 Santa Monica Blvd., Los Angeles, Cal., Dept. 50

ENGLISH COUNTRY

(CONTINUED FROM PAGE 148)

Then go on to the town of Wisbech. "The Rose and Crown" has one of the best cellars of any hotel in England, as well as excellent food. It is an old-fashioned Georgian building. While you are in the town, look at the Queen Anne houses on the banks of the river. Then move on by way of stately Gedney church, a cathedral in the marshes, to the town of Spalding, the mecca of market-gardeners. If you are there in the spring, walk along to Ayscough Fee Hall on the banks of the river and go into the gardens (they are always open). You will see the spire of Spalding Parish Church rising over huge, billowing yew hedges, which reflect in a small still pond that lies before you.

Nor must you miss Boston. I should advise your going to it by train from Spalding. The railway line is gas-lit and old-fashioned. You might be back in good Queen Victoria's days. And as you look out of the window, you will see the greatest triumph of mediaeval town building rising up out of the flat, desolate fens. It is Boston "Stump," a beacon for all to see. By reason of the lowness of its surroundings, it appears to be fully as high as the Empire State Building and fully twice as beautiful.

There is not much else to see in Boston. But on your way back from this remote district, look at Ely Cathedral and certainly spend a day in Cambridge. The perfect day is spent on the river in the "backs." For Cambridge is best seen from the river—the Queen Anne buildings of King's College, where all the cleverest people in Cambridge live; the fantastic early Victorian Gothic of Saint Johns, and Wren's library to Trinity College, the biggest, but not the most beautiful college in Cambridge.

Then, when the evening comes on, I know of no more exciting experience than evensong in King's College Chapel (find out from the college porter at what time this occurs). As you sit in this forest of glass and stone, looking up into the fan vaulting of the ceiling hundreds of feet above, you will hear one of the best choirs in England and treble voices soaring away to the roof itself and blending in beauty with the mediaeval stained-glass of the great windows.

The hotels in Cambridge are not up to much. Tea at one of the little tea-shops on King's Parade offers you a good view of undergraduates. And if you want good food, it is advisable to know an undergraduate, preferably one in Trinity College, who will give you food in his rooms or, if you are a man, will take you to the College Hall. Cambridge is really a more beautiful town than Oxford. Nothing in England is so imposing as King's College Chapel.

Nothing in England, too, is so unspoiled, so unexpected, as the beauty of East Anglia, to only part of which I have taken you.

SPORTSWEAR FROM CALIFORNIA



PORTER S. CLEVELAND

Nattiknit

Hand-finished, featuring large eyelets and cowl neck, this frill boucle' cocktail dress is a sprightly addition to the summer wardrobe. It comes in seasonal pastel shades, and will be found at most of the better stores.

LOS ANGELES KNITTING MILLS, LTD., HOLLYDALE, CALIFORNIA

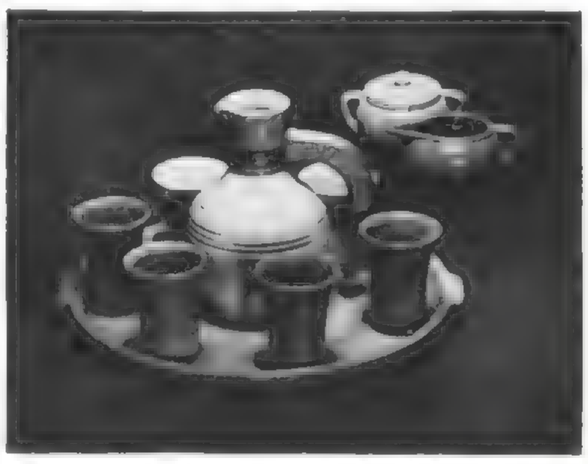
Color

WITH COFFEE IN NEW POTTERY SERVICES

● Cafe au lait, or a small black? No matter which, you'll savor it more in the new pottery services. They're satin-smooth in texture. Gay! Cheerful! Made by Pacific in six inviting colors, Lemon Yellow, Sierra White, Jade Green, Pacific Blue, Delphinium Blue, Apache Red.



● Graceful and gracious! A perfect ending for the evening meal. Pacific's after-dinner coffee service, with smartly styled pot, harmonizing cups and pottery tray in any or all of the six Pacific colors.



● A new and increasingly popular way of serving coffee. Ideal for buffet suppers. Brightly colored coffee bottle with walnut handle. Companion coffee mugs.



● A zestful eye-opener for breakfast in bed. Diminutive coffee pot, holding two ample cups, with correspondingly small sugar and creamer. Harmonizing oval tray to complete the set. All Pacific colors.

Sold at leading department stores. Moderately priced.

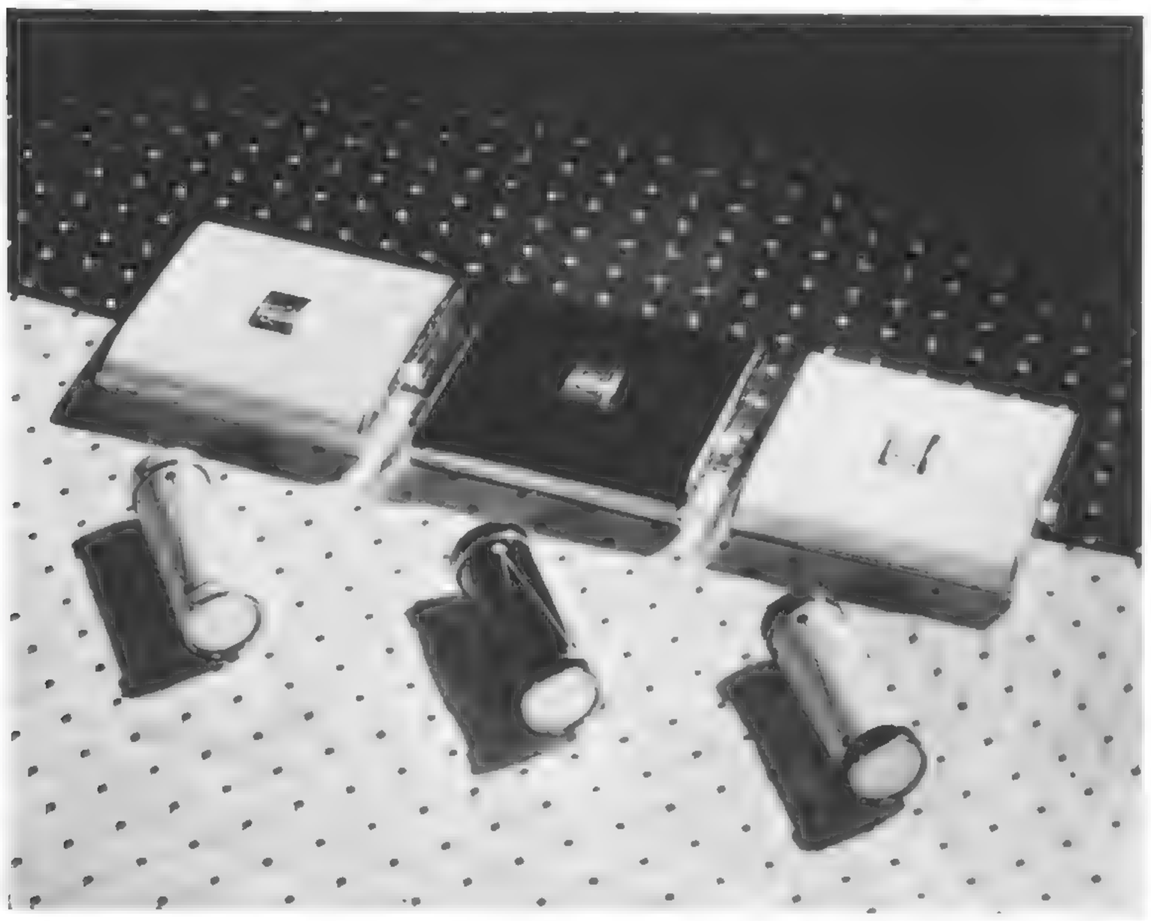
FROM COLORFUL CALIFORNIA

Pacific POTTERY

Division of PACIFIC CLAY PRODUCTS, *Los Angeles*



JAY·THORPE
57TH STREET WEST, NEW YORK



NEW DRUMSTICKS

The compact, enameled in white with tri-color drum, in black or ivory with golden drum . . the lipsticks to match. Scented with Charbert's Gardenia. The set, 3.00.



MARTINUS ANDERSEN

A white wicker basket in bridal array filled with wines of your own choosing is an inspiration as a wedding gift for practically any one. To be had at the Mid-town Wine Shop

TURNS WITH A GOURMET

WE have found a perfectly splendid new reason for getting married. You see a personification of it up above, and you have to get married to get it, because it is a Gift for the Bride. It is a beautiful white wicker basket from Lord Gosford's Mid-town Wine Shop, filled with whatever wines you think the bride would like most to start out on domestic life. We think it is an inspired idea, first because it is enchantingly lovely to look at. Second, because any young couple will adore this sort of thing, no matter how they are starting out housekeeping.

It is particularly nice to have such a gift come from the Mid-town Wine Shop, because Lord Gosford is very understanding about the matter of choosing wines for special people or occasions. If you don't know exactly what you want yourself, he can advise you, from a vast and dependable knowledge of wines. If you live in a New York flat which some way has just not been constructed with a wine-closet in mind, you can keep your wines packed in the cool, calm cellars of the shop, and they will be sent up to you bottle by bottle, as occasion requires.

• The other night, we had a duck. It was a beautiful duck, perfectly cooked, and surrounding it were quarters of superb stuffed oranges. The moment the ladies left the gentlemen over port and walnuts, we approached the hostess. "Did your cook do those oranges?" "No," she answered, in the manner of one accustomed to answering such questions every time she had a dinner-party, "I got them from Mrs. Bush, and she gets them from some place in California." That was enough to set us hot upon the trail. We found Mrs. Bush in her apartment at 164 East Seventy-Second Street. She told us that the oranges were stuffed with fruits, almonds, and walnuts, and that they were Bradens California Products.

Lemons, peaches, apricots, and figs are stuffed in the same way, and that is only the beginning! There are figs in brandy (serve them ice-cold) and huge cherries in brandy. Then, there is something known as Cucumber Chips, very thinly sliced rounds of crisp cucumber combined with shredded onion. These are like popcorn—you don't stop eating them until they are gone. The Bradens company also produces Special Super Colossal Ripe Olives—unbelievably large ones.

There are dozens of other things in this series—one a really delicious shad roe in a tin. That may not mean so much to you, now that fresh shad is here, but think how much you want it when it isn't here! You can order any of these things or find out about them from Mrs. Bush, and they can be shipped anywhere by express.

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INSPIRE

INTERESTING CORRESPONDENCE

MADE IN THE BERKSHIRES

EATON PAPER 1818 93 RAG CONTENT

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ENGLAND has all the ingredients of a perfect trip. History—wondrous cathedrals, ancient abbeys and Castles—like enormous carved jewels. Scenery—a veritable picture-book countryside alive with legend and loveliness. Gaiety—shops, theatres, musicales, night clubs with everything for an "American" good time. • Trains are at perfection in the land of their invention and travelling by train is a continually changing panorama of English countryside. • A choice of sixteen different routes to the Continent headed by the luxury "Golden Arrow" service to Paris and the Harwich routes to Northern Europe—make it convenient for you to include other countries in your tour. In England all the old dollar values still exist. So go over for the splendid bargains in fun, adventure and relaxation that England offers in a never-to-be-forgotten trip. • For itineraries, literature, maps, etc. write Dept. 63.

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LET ME MAKE YOURS A BACARDI HIGHBALL, SEÑORES



And you will learn once more what a wonderful thing it is to have a supply of Bacardi always on hand.

You make a Bacardi Highball, like any other, with soda or ginger ale. But, oh, it is far more glorious than any you have ever had before!

That flavor, so rich, yet so mild, so delightful! So mellow . . . for Bacardi is always at least four years old.

Give your friends something new. Try it tonight.

BACARDI

Avoid substitutes. See the bottle

A Schenley IMPORT



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"WHY THE FRENCH ARE GREAT LOVERS OF LIFE—



AND

DUBONNET"

Life? . . . You will love it, too, after a Dubonnet cocktail. You will feel the big smile spreading over your visage, you will feel the new verve, the new spirit of gayety. Ah, then you will understand why the French, who drink so much Dubonnet, the great French tonic wine and aperitif, love so well the good, the happy life. And why they love so well Dubonnet.

How to make that so famous Dubonnet cocktail . . . so simple!
½ Dubonnet
½ Dry gin
Stir with ice
Add thin slice of lemon.



"Take it from the French —your lunch will taste better after a Dubonnet.*"

*Straight, chilled but not iced.



ABI-49

A Schenley IMPORT

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IF NO SHOP

in your shopping radius is listed here, tell Vogue what model you want and we will give you the nearest address where Vogue's "Finds of the Fortnight" can be found. Enclose a stamped, self-addressed envelope. Vogue, 420 Lexington Avenue, N. Y. C.

CANNON TOWEL TALKS

(No. 2)

Spring styles—Spring colors . . . Spring at 'em!

TOWEL DESIGNS for this season have taken a turn toward tailored simplicity. Gone is the strong modernist patterning of a few seasons ago. Now, most of the smarter towels confine design interest to borders. The body of the towel is white (the newest new-order for colored bathrooms) or clear color (for white bathrooms). The borders have woven bands, often in heavy embroidered effects—chain-stitches, rope-twists, ribbons and the like.

Colors are clearer and more emphatic. Soft shades are preferred, but primitive red and dead-black borders are *tops*, when used skilfully. Some nice people add still a third color in a bold but simple monogram or stress the main design again with white or same-color letters.

The better towels in our repertoire (selling for a dollar or more in bath sizes) are made of "fine yarn," woven into a fabric fluffier and softer and richer—but just as sturdy. A Find for those who have that two-year-old complexion and want to keep it.

As to monograms—if you like needlework, you'll want to embroider your own. If not, the good stores and shops will have them done to your order at small extra cost. Many stores have *grand* boxed sets in their own ensembles (from 3 to 36 matching pieces)—at special prices to include monograms. . . . Can you think of a neater offering for some bride-to-be, or a quicker pick-up for your guest-room bath!

Of course, there are all kinds of Cannon towels, all the designs and colors you like, all sizes and weights and weaves—at prices that *always* mean more for the money. . . .

Cannon Mills, Inc., 70 Worth Street, New York City



Monograms by B. Altman & Co.

Several winning Cannon towels in the Spring '35 manner. These are usually priced at 75c to $2 each. (Wash cloths and bath mats to match.) . . . Other Cannon towels in tailored styles—from 20c to $2 each.

Fashion says—

LIPS AND FINGER TIPS NOW MUST MATCH





NATURAL LIPSTICK
NATURAL, ROSE AND MAUVE
NAIL POLISH



CORAL LIPSTICK
CORAL NAIL POLISH



CARDINAL LIPSTICK
CARDINAL NAIL POLISH



RUBY LIPSTICK
RUBY NAIL POLISH

Cutex offers you 4 Harmonizing Lipsticks and Nail Polishes

YOU must be just as careful—fashion now says—about matching your lips and your fingernails as you are about matching your hat and your dress!

And don't think this means any more fuss and bother for *you*. Cutex has worked it all out.

Just put on your favorite Cutex Liquid Polish. Then smooth into your lips the creamy Cutex Lipstick which corresponds! There's one to match or tone in perfectly with six polish shades.

Once you're "harmonized," you'll wonder how you ever went all these years wearing purply-red nail polish with orange-red lipstick, or vice versa!

The new Cutex Lipsticks are velvety smooth . . . but not the least bit greasy. They're beautifully permanent, yet *never* drying. They're just what you'd expect to pay *lots* of money for, but they're only 50¢.

At your favorite store—Cutex Liquid Polish, Crème or Clear, 35¢ a bottle; and the new matching Cutex Lipsticks, only 50¢ a stick.

NORTHAM WARREN, New York, Montreal, London, Paris

•

Use Cutex Oily Polish Remover. Unlike other oily polish removers, it leaves no film to dim the lustre of your polish and shorten its life. Try it! 35 cents.



Your favorite shade of *Cutex Liquid Polish* and sample of matching *Cutex Lipstick,* together with 3 other manicure essentials, *for 14¢* . . .



Northam Warren Corporation, Dept. 5-V-4
191 Hudson Street, New York City

I enclose 14¢ for the new Cutex Manicure Set which includes one shade of polish, together with sample of matching lipstick, as checked below.

Natural ☐ Coral ☐ Cardinal ☐ Ruby ☐

Name_____

Address_____